

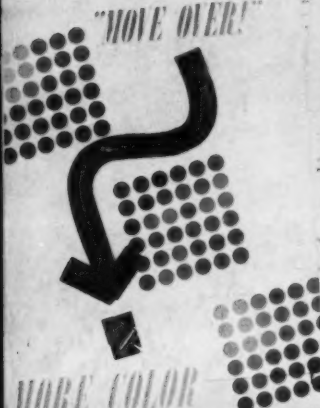
Modern LITHOGRAPHY

TO EARN YOUR CUSTOMER'S FRIENDSHIP AND GOOD WILL...

When you do something out of the ordinary to bring better service to your customers, it goes to help them share it. That's the idea behind a booklet recently prepared by the Litho Research Committee for the Litho Service Co. Company. It shows how you may be able to make profitable, long-lasting new and better.

The booklet, hand-drawn, containing the complete of "Litho 360" is a new 400-million popular reading book. It is a new idea in a new medium, designed to improve and expand the Litho Service Co. facilities. Followed by the members of the Litho Research Committee, the company's operating staff, the booklet offers an important part in helping the expanded program.

McA



Lithography by STECHER-TRAUNG

From production, printing, design, color, and more, Stecher-Traung is the complete lithography service. We are the only company in the world that can handle all your lithography needs. We are the only company in the world that can handle all your lithography needs. We are the only company in the world that can handle all your lithography needs.

STECHER-TRAUNG
LITHOGRAPH CORPORATION



Oriental Blue 604 FP

Senelith Inks

were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
with their outstanding resistance properties

The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York 13, N. Y.

SUPERIOR TO DEEP ETCH!

the new

ROBPORT

- *Provides absolute fidelity of reproduction on runs of 700,000 OR BETTER!...*

Plus these remarkable shop advantages:

*You make Copper-Lith plates in your own plant ...
you do not send them out to be plated ...*

You need no new equipment ...

May be used with either zinc or aluminum plates ...

Costs only \$1.50 more per plate maximum ...

Requires no special training ...

*Adapted for large or small plants ... for black
and white or color ...*

The process has been tested ... and proved!

You can test it yourself ... you can be the final judge!

Unless the dot is protected, it will wear down ... Reproduction values peter out ... quality inconsistent.

Now, by means of the Robport Copper-Lith Bi-Metal Process absolute fidelity of reproduction has been obtained on runs of 700,000 or better!

Tonal quality is as good at the end of a run as at the beginning ... in most cases is 50 to 75 per cent better than deep etch!

Test it yourself. Send today for our special Introductory Kit containing sufficient plate-making chemicals for four medium-sized, or two large Copper-Lith plates, for only \$25.00. Full instructions are included.

The Robport Copper-Lith Plating Solution can only be used with consistent success with Harris Deep-Etch Chemicals. They have been especially adapted for use with this process.

Roberts & Porter, Inc.

General Offices: 555 West Adams Street, Chicago

NEW YORK
622-626 Greenwich St.
BALTIMORE
1200 S. Baylis St.

DETROIT
481 W. Columbia St.
KANSAS CITY
700 W. 12th St.

BOSTON
88 Broad St.
LOS ANGELES
344 N. Vermont Ave.

CINCINNATI
209 E. 6th St.
SAN FRANCISCO
548 Precita Ave.

**"NOW THIS IS THE KIND
OF COLOR WORK WE'RE
PROUD TO SEND OUT!"**

**"And the kind I'm
proud to deliver.**

**We ran it on
Hammermill
Offset!"**

Whatever the advertising job—broad-side, illustrated catalog, self-mailer, brochure or folder—you will be proud of the color work that you put out on Hammermill Offset. You get rich, natural, brilliant tones on this paper's bright-white, closely knit surface. Half-tones take on unusual depth. Line work and type material stand out sharp and clear.

Hammermill Offset, too, cuts down time-wasting delays and overtime. It's

fast and trouble-free on your presses. Print on both sides—you need not fear objectionable show-through.

On Wove or any one of four embossed finishes, you will turn out the kind of work that means customer satisfaction and repeat orders. Send the coupon for the large sample book and recent commercial specimens that will speak for themselves and make your selling job easier.

Send for this FREE sample book

HAMMERMILL OFFSET

BY THE MAKERS OF HAMMERMILL BOND

*Send
for it!*

Hammermill Paper Company,
1613 East Lake Road, Erie 6, Pa.

Please send me — **FREE** — the up-to-date sample book of Hammermill Offset. ☐ Include commercial specimens.

Name _____

Position _____

(Please attach to, or write on, your business letterhead.)



THE COVER

Current litho promotion. Top left is an inside spread from elaborate external organ "Impressions" of McCormick-Armstrong Co., Wichita, Kan. Top right—one of the series of mailing pieces promoting offset in current campaign of Lithographers Natl. Assn. Lower, L. to R.—Safran Printing Co., Detroit, sent this large folder announcing two multi-color off-

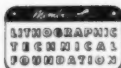
set presses; Stecher-Traung Litho. Corp., Rochester, San Francisco, uses series of colorful inserts in advertising papers; Artful treatment of Lake-side Press' Indian trade mark decorates cover of promotion booklet of R. R. Donnelley & Sons Co., Chicago. All are in full color. More promotion, page 30.

FEBRUARY, 1951

VOLUME 19, No. 2

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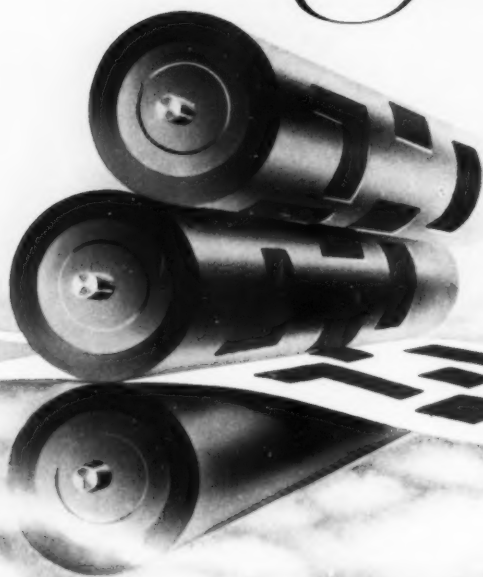
MODERN LITHOGRAPHY

Reg. U. S. Pat. Office

SUBSCRIPTION RATES: One year \$3.00, two years \$5.00. Canada and Pan America, one year, \$4.00, two years \$7.00. Foreign, one year, \$5.00, two years, \$9.00. Group subscriptions (U. S. only) Four or more entered as a group, \$2.00 each. (May be sent to different addresses.)

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* Floating



* The cylinder bearers never touch. Impression contact can be adjusted with the utmost precision for a true kiss touch.

Impression

Exclusive with



OFFSET PRESSES

Floating Impression is one of the features of Mann Presses responsible for their leadership throughout the world. There is no bearer contact, for the cylinders on Mann Presses are not supported on bearers, but in massive journals. A parallel cylinder setting device permits regulating pressure to .001" between blanket and impression cylinders. Paralleling is done from operating side even while press is running.

This precision control of impression eliminates slippage and streaks, reduces plate wear, saves time in making ready and in running, and assures better print quality.

Many other features of Mann Presses likewise contribute to their efficiency and outstanding economy. Among them are: hydrostatic water control; built-in washup device; preloading pile mechanism; a superior inking system.

To get all the facts, contact your ATF Representative and learn what a Mann Offset Press can mean to you in increased business and increased profits. Mann one-color presses available in seven sizes from 22"x34" to 42"x65". Two-color presses in six sizes from 25"x36" to 43"x65". And the only sheet-fed offset perfecter, taking a 38"x53½" sheet.



AMERICAN TYPE FOUNDERS

200 Elmora Avenue, Elizabeth B, N. J.

Branches in Principal Cities

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There is NO SHORTAGE OF MATERIALS so far as materials from the NAPL are concerned. You can have all of the important items listed below by becoming a member of the NAPL.

- 1—Government orders on short materials together with comments and Restrictions and Inventory Control.
- 2—Management Cost Control Manual—by Frank R. Somers, C. P. A.
- 3—A study of a Simplified Method for Building Budgeted Hourly Cost Rates in a Lithographic Plant.
- 4—Wage Scales and Working Conditions Covering the Lithographic Industry.
- 5—Trade Customs and Court Decision Affecting Ownership of Lithographic Plates and Negatives, etc.
- 6—Confidential Bulletins and Labor Costs, Supplies, Equipment, Government Regulations and the like.
- 7—Overtime Hourly Rates—an example as to how they should be set up.
- 8—Hourly Rates for one or two shifts—an example of how they should be set up.
- 9—Direct Supplies—how chargeable.
- 10—Lithographic wages increased from ninth position to third position in fifteen manufacturing industries.
- 11—General Factory Overhead—what constitutes items of
- 12—Administrative and Overhead accounts—what constitutes items of
- 13—Lithographic Gross Earnings versus Cost of Living over the past few years.

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS
317 West 45th Street, New York 19, N. Y.

We hereby make application for enrollment as an Active (Associate) Member in the National Association of Photo-Lithographers, and if elected, agree to abide by its by-laws and support its objects and interest as far as our time and ability will permit.

We enclose herewith \$_____ as our first year's dues.

ANNUAL DUES FOR THE PRESS EQUIPMENT IN OUR PLANT IS AS FOLLOWS:

No. of Presses	ACTIVE MEMBERS (Those who operate equipment)			
	Presses smaller than 17"x22" (Minimum Dues \$37.50 per year)	\$20.00 per press per year	\$	
	Presses 17"x22" to 22"x28"	\$28.00 per press per year	\$	
	Presses larger than 22"x28" up to and incl. 35"x45"	\$37.00 per press per year	\$	
	Presses larger than 35"x45"	\$47.00 per press per year	\$	
	MINIMUM DUES, \$37.50 per year. Maximum Dues, \$450.00 per year		\$	
	ASSOCIATE MEMBERS			
	Equipment and Supply Dealers and Manufacturers, \$125.00 per year		\$	
	Total Annual Dues		\$	

Firm _____

City, Zone and State _____

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No., Street or Avenue _____

Phone _____

Signed _____

NATIONAL ASSN OF PHOTO-LITHOGRAPHERS

317 WEST 45th STREET NEW YORK 19, N. Y.

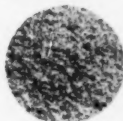
Exact Duplication



HERE'S PROOF OF VELVA-TONE SUPERIORITY



Ordinary blanket magnified 25 times shows pinholes and lack of uniformity that cause off-standard reproductions.



Velva-Tone blanket magnified 25 times shows uniform, velvet-smooth surface that means perfect reproductions and exact duplication of original copy.

right through every run when you
use **VELVA-TONE OFFSET PRESS BLANKETS**

You get clean, uniform, exact duplication of original line or half-tone copy when your press is equipped with Velva-Tone offset press blankets. The reason for these outstanding results is Goodyear's long experience in developing rubber compounds to do specific jobs, and to do them better than they've ever been done before.

You'll find Velva-Tone press blankets are absolutely uniform in texture all the way through. No pinholes or flaws to cause blurred reproductions.

They're proof against damage by inks or driers—eliminate embossing, debossing and tackiness. And their smooth-as-velvet surface lasts throughout the measurably longer life of these blankets.

Write for full information to Goodyear, Printers Supplies Dept., Akron 16, Ohio.

Velva-Tone offset press blankets are available in black or red face, and special blankets for metal decorating.

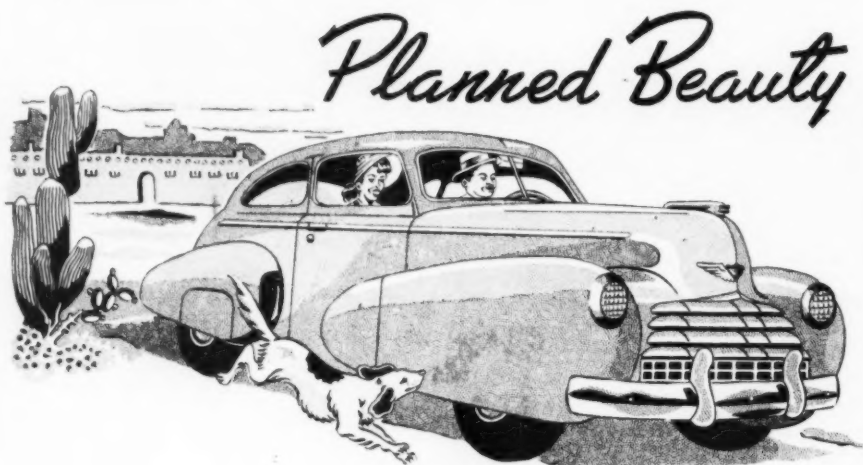
GOOD YEAR

THE GREATEST NAME IN RUBBER

We think you'll like "THE GREATEST STORY EVER TOLD"—Every Sunday—ABC Network

Velva-Tone—T. H. The Goodyear Tire & Rubber Company, Akron, Ohio

MODERN LITHOGRAPHY, February, 1951



Just as you look at the beauty and lines of a new car, you have to decide when planning your offset or printed literature, just how it will look when finished.

The quality of paper, rollers and ink has to be the deciding factor in your plans.

That is why "Siebold's Best By Test" Inks

and Rollers have been the guiding light to the lithographer and printer for "Over Half A Century."

The patents pending on the Electron-O-Plate Machine are solely held by Electron Lithoplate Corporation, and distributed by J. H. & G. B. Siebold, Inc.

DISTRIBUTORS OF
THE ELECTRON-O-PLATE MACHINES
LITERATURE SENT ON REQUEST

"OVER A HALF CENTURY OF SERVICE"



J. H. & G. B. SIEBOLD, INC.

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MEMBER Lithographic Technical Foundation and National Association of Printing Ink Makers



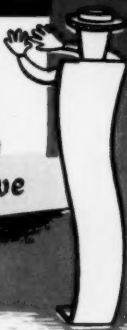
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there is nothing like

KLEEN-STIK

The Moistureless Self-Sticking Adhesive



BROADENS YOUR PRINTING SERVICE

Advertisers are quick to see the many, immediate advantages Kleen-Stik offers. Ideas for selling helps increase the value of your service.

OFFERS NEW SALES OPPORTUNITIES

Scores of applications make it profitable for you to create printing jobs that are practical only with a pressure sensitive adhesive.

KLEEN-STIK ALL-OVER GUMMED STOCK IS VERSATILE AND EFFECTIVE . . .

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KLEEN-STIK ALSO AVAILABLE IN STRIPS AND SPOTS . . .

Applied after printing by an exclusive, patented process. Used by leading advertisers for window posters, back bar pieces and interior store displays. Affords you an easy, extra markup.

KLEEN-STIK POLICY AND RECORD

We do no printing—just process the paper stock, paper-backed foil, etc. for the trade. We serve any advertiser *THROUGH* any printer or lithographer. A pioneer in the field with 17 years of experience, Kleen-Stik research is constantly improving its products and services. Manufacturing plants in Chicago, Illinois and Newark, New Jersey. Strip and Spot processing plants in major printing centers. Representatives in most cities.

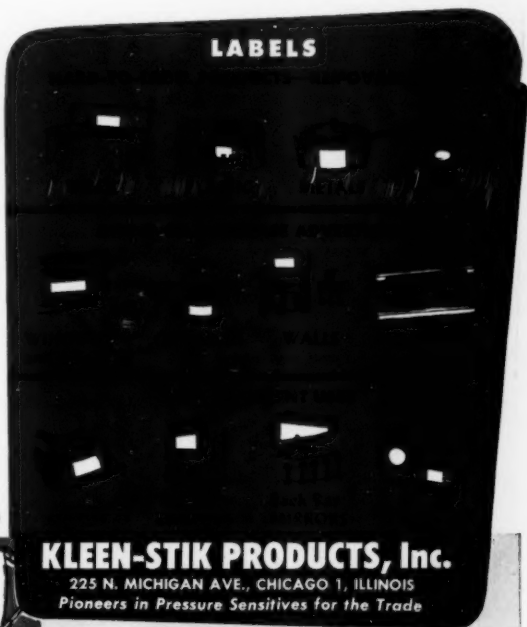


**PEEL and PRESS
KLEEN-STIK
gets it up to stay**

Simply remove protect-
ive covering and press in place. Stays put
until purposely removed. Not affected by
heat or moisture.

Want Profitable Ideas, Samples?

MAIL THIS COUPON NOW



KLEEN-STIK PRODUCTS, Inc.

225 N. MICHIGAN AVE., CHICAGO 1, ILLINOIS
Pioneers in Pressure Sensitives for the Trade

**PLEASE SEND ME your idea kit and
FREE SAMPLES OF KLEEN-STIK**

NAME (Please Print) _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

TURNS MAKE-READY



*What the
DAYCO Blanket
gives you -*

- ★ Minimized packing and "make-ready" time
- ★ Stretch—controlled to less than 2%
- ★ Perfect "on the nose" registering
- ★ Better ink pick-up, no blurring
- ★ Sparkle plenty!—in highlights
- ★ Resistance to inks and wash-ups
- ★ Choice of either red or black

TIME INTO MONEY!

The New DAYCO Lithographic Blanket

Here at last is a lithographic blanket that needs no coddling! Its smoothly uniform surface has no low spots that need packing. Just put it on the press and print. And the time you used to spend in "make-ready," now becomes press-time that pays!

When the Dayco blanket has been on your presses for a while you discover that (for all practical purposes) there is no stretch. It's controlled to less than 2%. Even on blankets that have been a long time in service, you have no frequent tightening and packing problem. No over-packing or under-packing in spots, to throw off registering, to show up in the job.

With the new Dayco Lithographic Blanket you not only turn packing time into press time, "make-ready" time into money — you actually turn out better jobs every minute of the time you are running. Write today for the new Dayco "Kisser" folder.

DAYTON RUBBER COMPANY, DAYTON 1, OHIO



**What a large independent printer says
about the new Dayco Blanket**

"The big trouble with most blankets is that surfaces are not uniform. Then it's necessary to pack it, to even it out. But it's almost impossible to pack it just right; and usually the packing causes unevenness at some other point of the blanket, even if it corrects the first uneven spot. And, if you over-pack or under-pack, the impression of the blanket fabric may show up in the printing.

"But, I've kissed the packing problem goodbye forever. We use the new Dayco Lithographic Blanket on all our presses. It's absolutely uniform, and the most trouble-free blanket that we've ever used!"

Dayton Rubber

Pioneers of Improvements for Better Lithography



THIS MAN BUYS HIS CHEMICALS

BY *Price*

he wonders why:

- so many plates go sour
- so many customers complain



THIS MAN BUYS HIS CHEMICALS

BY *Performance*

he knows why:

- make-overs are so rare
- customers are so complimentary

CHEMICALS ARE LESS THAN 5% OF YOUR PLATE COST... IT PAYS TO BUY THE BEST—

Mallinckrodt[®]

GRAPHIC ARTS CHEMICALS

Over 130 types to meet every need in your shop



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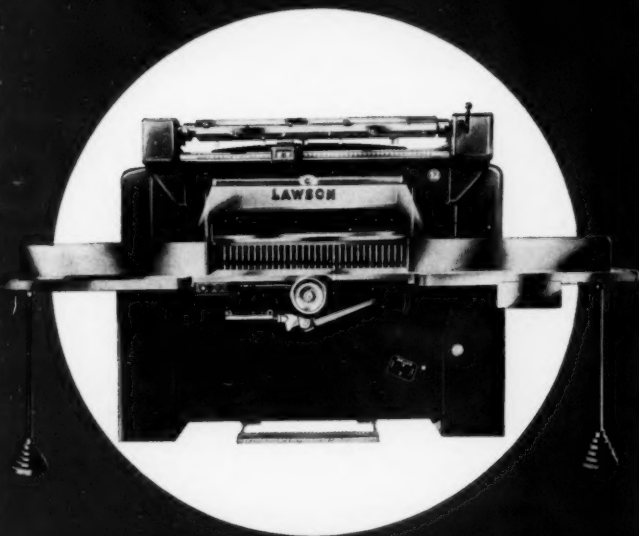
Manufacturers of Medicinal, Photographic, Analytical and Industrial Fine Chemicals

LAWSON *Electronic* SPACER

(PATENTS PENDING)

REVOLUTIONARY *New* AUTOMATIC SPACER

ELECTRONIC HAIRLINE REGISTER • HYDRAULICALLY OPERATED GAUGE



- 1 Positive hairline accuracy.
- 2 Smooth hydraulically operated back gauge without jar or chatter.
- 3 Easy to set, positive acting electronic signals, free from trouble and costly maintenance.
- 4 Hexagonal spacer bar—six individually complete set-ups.
- 5 Vinylite strip with cutting positions easily marked eliminates need for re-setting signals for repeat jobs.
- 6 Snap of electric switch converts cutter for all-purpose work without disturbing spacer set-up.

ASK US TO TELL YOU ABOUT THIS REVOLUTIONARY NEW SPACER!



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COBALT RESTRICTED

Don't Get Panicky—

use

**SCRATCHPROOF
DRYER No 3**

IT'S BETTER!

Results have proven Scratchproof Dryer No. 3 is the most practical dryer on the market today.

- ★ Quick drying without crystallization or chalking of ink.
- ★ Improves the lifting quality of inks, particularly on two and four color presses.
- ★ NON HARDENING of inks on distributing rollers.
- ★ Non drying of inks on press during long lapses of idle press time for unforeseen reasons, no washups during lunch hour.
- ★ Acts as a lubricant in the ink on the distributing rollers whose temperature rise tends to further dissolve SCRATCHPROOF DRIER No. 3, giving the ink a shorter fine binding.
- ★ Prevents too much emulsification or waterlogging of ink at high speeds.
- ★ Will not create after-tack in your pile, thereby eliminating summer heat and moisture difficulties.
- ★ Will not injure press rollers or rubber blankets, and will not discolor zinc or aluminum plates.
- ★ Has excellent suspension, body, and flow. Its non-settling qualities give ink necessary "slip" and tack for better distribution.
- ★ Will not cause any injurious effects if used in excess—in fact, this procedure is recommended in certain types of inks to improve their working qualities.
- ★ Ink mixed with SCRATCHPROOF DRIER No. 3 will remain tough and elastic indefinitely.

Don't be satisfied with substitutes. For better lithography . . . try SCRATCHPROOF DRYER No. 3 . . . let your own test prove its benefits to you . . . judge by RESULTS. Send for your trial order today.

NEVER SOLD IN BULK. INSIST ON OUR LABEL FOR MAXIMUM PERFORMANCE.

NEW PHONE — — WATKINS 4-1074

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MANUFACTURER OF HIGH GRADE
LITHOGRAPHIC **INKS** PRINTING
DEEP ETCH CHEMICALS AND SUPPLIES

FACTORY:
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MANUFACTURERS OF DAMPENING ROLLERS, FLANNELS AND MOLLETON COVERS



**The Fitchburg Family of
Fine Papers for Printing**

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ZENITH OFFSET • HILLCOURT ENGLISH FINISH
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is a clean, brilliant blue-white sheet that gives superb reproduction. It possesses every attribute of a fine offset paper in a degree that is unsurpassed. Make Hillcourt Offset your choice for the job where high quality is of paramount importance. Write to the mill for samples and complete information.

ZENITH OFFSET

suits perfectly for the average job. Its reproduction qualities are excellent; its trouble-free performance avoids press tie-ups. And it continues to offer remarkably full value.

CONSULT us on your paper problems. Your call will bring a mill man, promptly and without obligation.

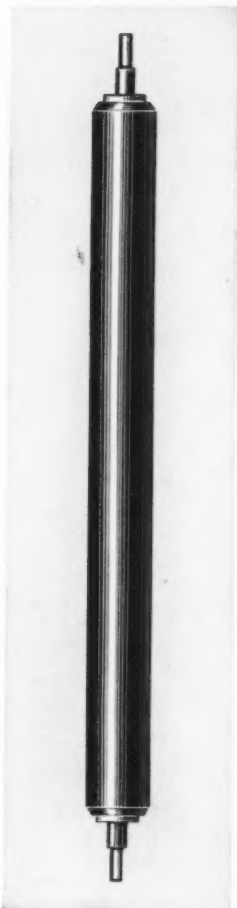
Fitchburg Paper Company

FOUNDED IN 1861

MILLS AND MAIN OFFICE: FITCHBURG, MASS. N. Y. OFFICE: 250 PARK AVE., N. Y. 17

OVER ONE HUNDRED YEARS OF ROLLER MAKING

SAM'L BINGHAM'S SON MFG. CO.



Manufacturers of

**RUBBER • NON-MELTABLE • FABRIC COVERED
ROTOGRAVURE • OFFSET
COMPOSITION • VARNISH-LACQUER • GRAINING
ROLLERS**

THE best litho-offset rollers available plus the fastest service possible—that's the story of SAM'L BINGHAM'S SON MFG. CO. It's a story that has been tested and proved by printers throughout the country.

Over 100 years of roller-making experience united with modern, scientific methods of production insures the superior quality of SAM'L BINGHAM'S SON MFG. CO. rollers. The central location of our 16 fully equipped factories guarantees speedy delivery.

Next time you order litho-offset rollers, order famous Samson (Vulcanized Oil) or Litho-Print (Rubber) rollers made by SAM'L BINGHAM'S SON MFG. CO. You can depend on getting the "right roller, right away".

16 Modern Factories Serving Printers in 31 States

FACTORIES

ATLANTA 3	DES MOINES 2
CHICAGO 5	DETROIT 10
CLEVELAND 14	HOUSTON 8
DALLAS 1	INDIANAPOLIS 2

SAM'L BINGHAM'S SON MFG. CO.

MANUFACTURERS OF

**PRINTERS' ROLLERS
LITHO-OFFSET ROLLERS**

FACTORIES

KALAMAZOO 12	OKLAHOMA CITY 8
KANSAS CITY 6	PITTSBURGH 3
MINNEAPOLIS 15	ST. LOUIS 2
NASHVILLE 3	SPRINGFIELD, O.

Pacific Coast Sales Representative: THE CALIFORNIA INK CO., INC.

Give **TRANSALOID**[®] The "Eye Test"



A New, Water-Resistant
Paper Negative Material
with Resolving Power
Close to Film . . . Yet
Costs Considerably Less!

*Saves up to 40%
in Negative Costs!*

TRANSALOID

TRANSPARENT NEGATIVE PAPER

**Open Whites • Opaque Blacks • Water Resistant • Transparent
Non-Stripping • Orthochromatic • Lies Flat • Dries Rigidly
Prints as Fast to Plate as Film • Sensitive to Colors
Sharp Halftone Dots • Clean Lines**

Transaloid costs less and produces results comparable to costlier materials. It can be used on a wide range of line and halftone work in any shop. The pay-off is in the negative and Transaloid pays off in results. It's good business to keep up to date on new and improved products even if your present materials seem to be satisfactory. After all, you're in business to make money. Your success depends upon producing good work and holding down costs. Transaloid will help you do both. Test Transaloid before you buy. Fill out coupon for sample negative and trial offer.

THE HALOID COMPANY

51-121 HALOID STREET, ROCHESTER 3, NEW YORK
BRANCH OFFICES IN PRINCIPAL CITIES

THE HALOID COMPANY

51-121 Haloid Street, Rochester 3, N. Y.

Send sample negative made with Transaloid, also details of your special Trial Offer on satisfaction or money-back guarantee.

Name

Company

Street

City or Town State

IN
1937

...we began using the slogan, "*It pays to plan with your printer*" in all of our national advertising. We have used it ever since.

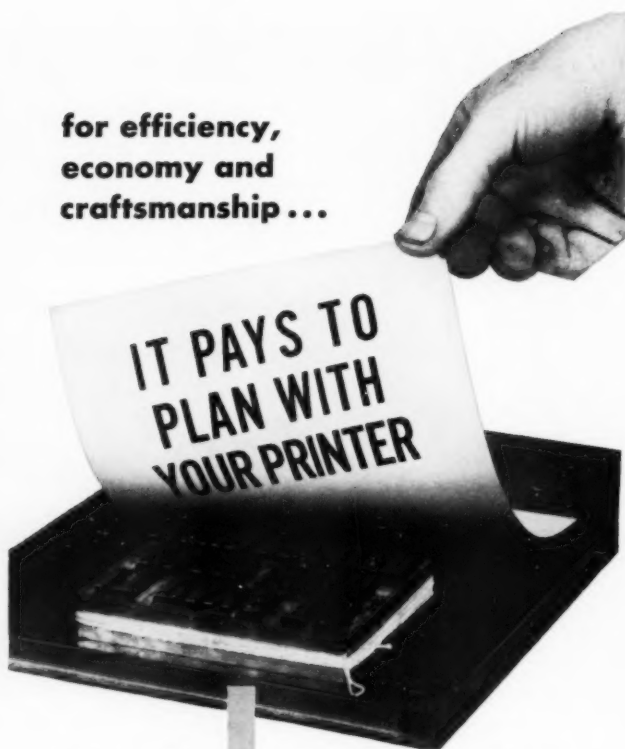
IN
1950

...as shown in the advertisement at the right, we continued to tell your prospective customers that "*It pays to plan with your printer.*"

IN
1951

...Nekoosa-Edwards advertising in *The Saturday Evening Post*, *Time*, and *Business Week* will keep on saying "*It pays to plan with your printer.*" We like to work with printers... just as printers like to work with Nekoosa Papers.

for efficiency,
economy and
craftsmanship ...



● To bring new life and sparkle into your letterheads, invoices, statements and other business forms:

It pays to plan with your printer!
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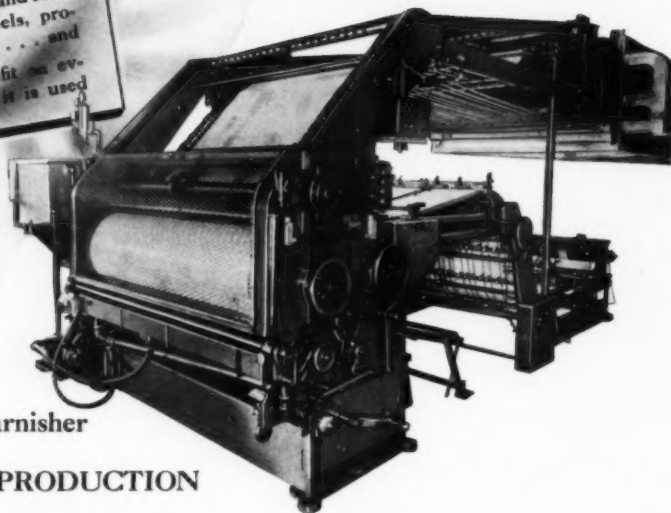
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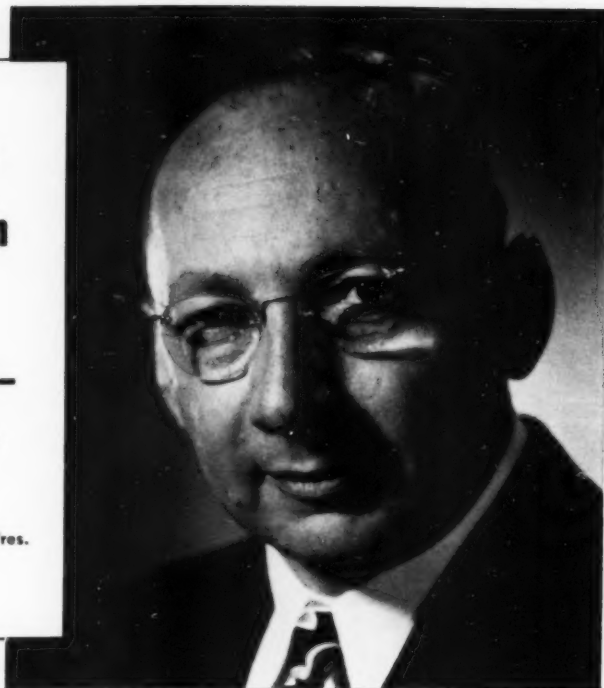
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***Because he understands
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$$2+2=4$$

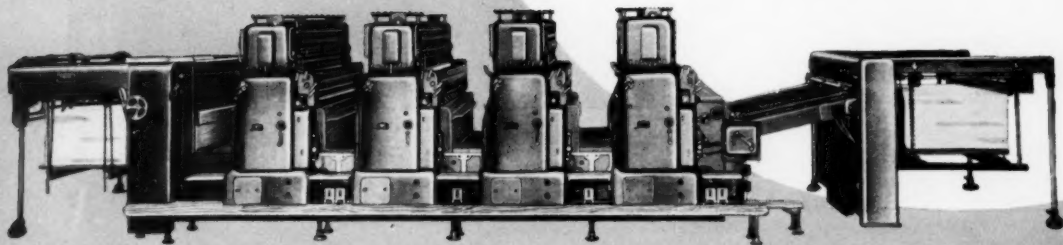
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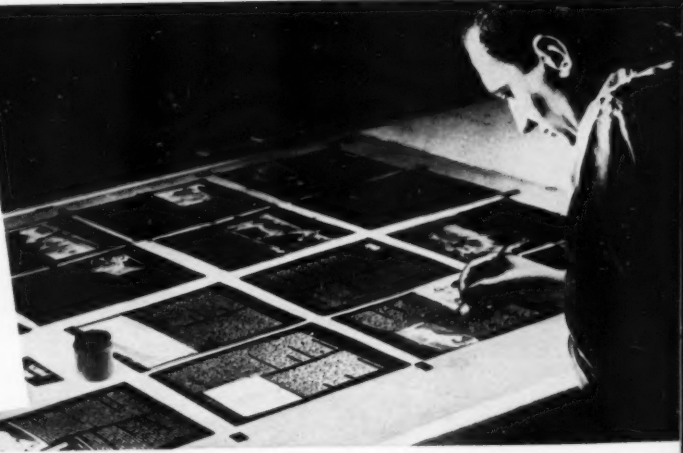
Strippers also like Du Pont "Photolith" Film because it lies flat . . . doesn't curl . . . strips without trouble. It's easy to handle . . . quick-drying . . . a film that is steadily gaining popularity in leading shops. Many outstanding features of "Photolith" contribute to top-quality results that make satisfied customers.



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Try Du Pont "Photolith" in your own shop today and see for yourself how it can make your work easier and better. Dealers everywhere can supply you. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware.



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BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

EDITORIALS

THE calendar has been rolled back nine years. We are back again to the place where Washington is grasping the industry's economy in order to win a war. Events are moving rapidly these days toward a National Production Authority set-up reminiscent of the old War Production Board. On January 15 the first formal steps were taken toward the formation of a Printing and Publishing Division of the NPA, and at presstime an industry advisory committee was to be chosen, as well as a division chief, chiefs of various branches (possibly newspapers, periodicals, books, commercial printing and lithography, machinery, etc.), and deputy executives. These men presumably will be drawn from private business to serve in Washington to administer the regulatory orders which may be expected from time to time. These orders will be coming along as materials become more and more critical.

The critical list now includes these items: aluminum, alcohol, benzine, glycerine, titanium pigments, wood pulp, many types of paper, cobalt, copper, magnesium, manganese, molybdenum, nickel, tin, tungsten, rubber, and zinc. Control orders already are coming through. The general orders controlling wages, prices, commercial construction, etc., already are familiar.

These government controls are distasteful to everyone, except to those bright, tax-supported federal economic theorists who would like nothing better, even in normal times, than to have the government control all facets of business and private life. We sincerely hope that the men from the business ranks of printing and publishing will be a tempering factor in Washington to keep calm, hold controls to the absolute minimum, and see that they are administered by men who know what the industry is all about. Lithographers must expect further controls, and new taxes, but let us hope for a minimum of the complicated double-talk which too often comes from politics and administration by inexperienced professional economists. Meantime, lithographers have their fingers crossed, hoping for the best but expecting the worst. The least to look for are shortages and more shortages.

Whatever comes, the lithographing industry is in a strong position to produce the lithographed tools of war in the tremendous quanti-

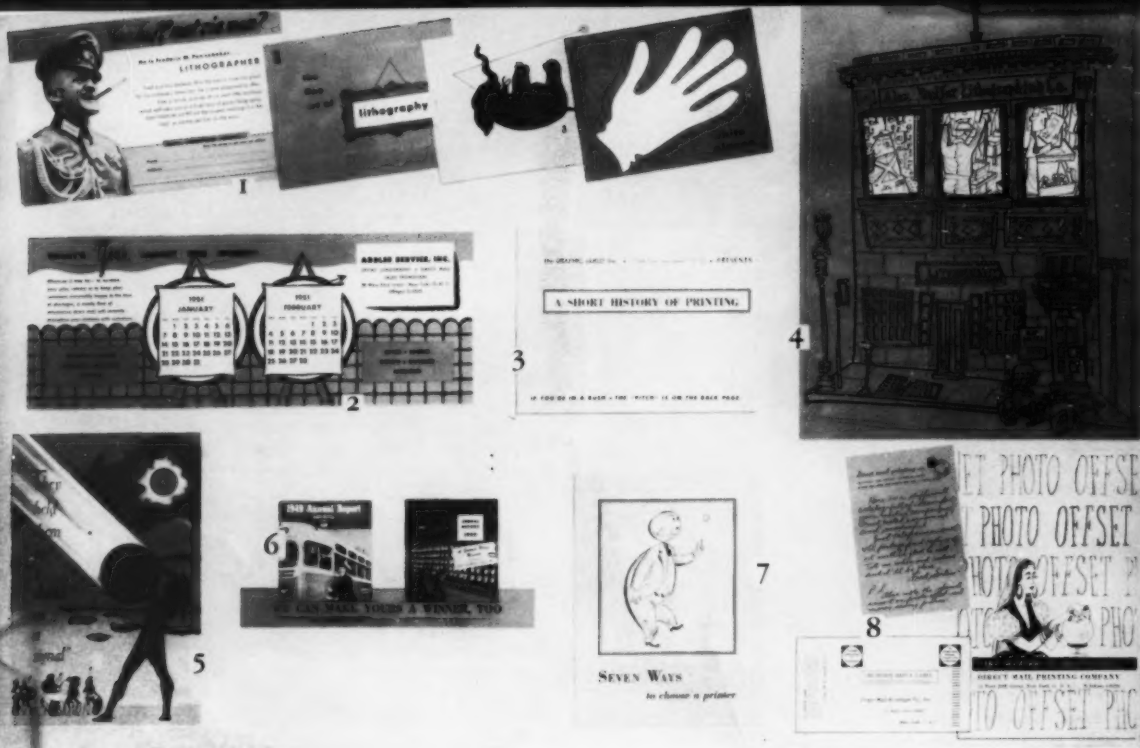
ties which may be needed. It has the abundance of experience gained in World War II when army, navy and other military procurement agencies and the Government Printing Office leaned heavily on it for supplying their needs. The lithographic industry now is largely re-equipped since the end of World War II. In four-color presses alone, as an example, more have been installed since 1945 than were ever built before that year. Many plants now are operating in new buildings, streamlined for the utmost in efficient production. The industry has complete training material available for upgrading men's skills as younger men are drained off by the draft; and several lithographic schools already are going concerns.

As business men, employees or men in the forces, we all are tired of war in any form, official or unofficial. That a full-scale conflict may be avoided, we feel, is the sincere hope of the people. But, whatever comes, our own industry certainly is better prepared to face its responsibilities than ever before.

THERE will be important needs for lithography in the civilian economy, too, just as there were all through World War II. In addition to the obvious needs of industry for functional printing, advertising will continue to be needed in a mobilized economy to find customers for vast quantities of available goods and services. And, equally important, to hold our distribution machinery intact, according to Frederick R. Gamble, president of the American Association of Advertising Agencies. During World War II, he points out, the U. S. virtually doubled its production of civilian goods and services, and still met defense needs. Production at present already is greater than in the most active years of the war, and is still expanding.

Also, the Advertising Federation of America reported that tax-wise, the position of advertising as an important part of business, was assured in Washington. John W. Snyder, Secretary of the Treasury, was quoted as saying that he recognized the validity of goodwill advertising for a company or brand, even though both were out of the normal market on government work.

Apparently there will be volume for lithographers.



Litho Promotion Roundup

Selections from the Mail

(Reproductions About 1/4 Size)

PROMOTION of offset lithography has been heavy, colorful and varied during the last year or two when selling was regaining its normal place in business. Direct mail, business magazine advertising, radio and other media have been used effectively to acquaint customers and prospects with the advantages of offset lithography.

Captions on these pages tell the story of some of the promotion material sent out by lithographing firms who believe in the principle that good lithographed material can sell goods and services. These are selections from this magazine's regular mail.

Others have adopted some rather unusual and enterprising means of promotion. For instance, one firm mails a monthly "Sports News

Sheet" to business and factories in a small city. It comprises a lithographed calendar showing local sports activities and schedules in bowling, basketball, baseball, swimming, school leagues, etc. It is distributed through factories, stores and businesses to employees.

Another company prepares a directory of local concerns in all types of business and professions, with names, telephone numbers, and other pertinent data. A western firm holds a continuous open house for invited groups to tour the plant, and invitations are sent each week to merchants, factory executives, professional groups and others. The tours have been organized so that they take a half hour. An active response is reported. Some other firms have spec-

ialized in conducting school groups through the plant where conditions are favorable. One firm conducts a contest for the best composition written by students making the tour, and theatre tickets serve as prizes. Occasionally a prize-winning composition is condensed and used for a local newspaper advertisement, titled "What Our Small Fry Visitors Think".

One firm reprints each month, in attractive booklet form, a series of short editorials from local newspapers, and mails them to customers and prospects as a quick summary of comment on the daily news.

From time to time a few general rules have been outlined for graphic arts firms planning promotion work.

(Continued on Page 101)

1. Fred Pannebaker, Denver lithographer sent out the teaser sell-mailer, followed by a series of colorful french-folds dealing with various phases of his plant and products.

2. Ardlee Service, New York, keeps a variety of direct mail moving to its clients and prospects. The two calendar-targets, die-cut, pop out to a third dimension when the folder is open.

3. The Graphic Guild, Inc., New York, with tongue in cheek, mailed a little history of printing booklet, complete with stone age and medieval cartoons. Front cover copy says boldly 'If you're in a rush—the pitch' is on the back page.' And it is.

4. Alex Duller Lithographing Co., San Francisco, uses a whimsical line drawing of the shop over a green background. Window areas are die-cut, revealing busy workers inside, battling out production.

5. James Gray, Inc., New York, has issued a long series on communication down through the ages. A recent one shows Greek soldiers reflecting sun signals with their shields. The Gray company specializes in direct mail.

6. Von Hoffman Press, Inc., St. Louis, used miniature two-color reproductions of award winning annual reports which they reproduced. Inside the miniatures is selling copy. Lower strip is die-cut Bristol with slots.

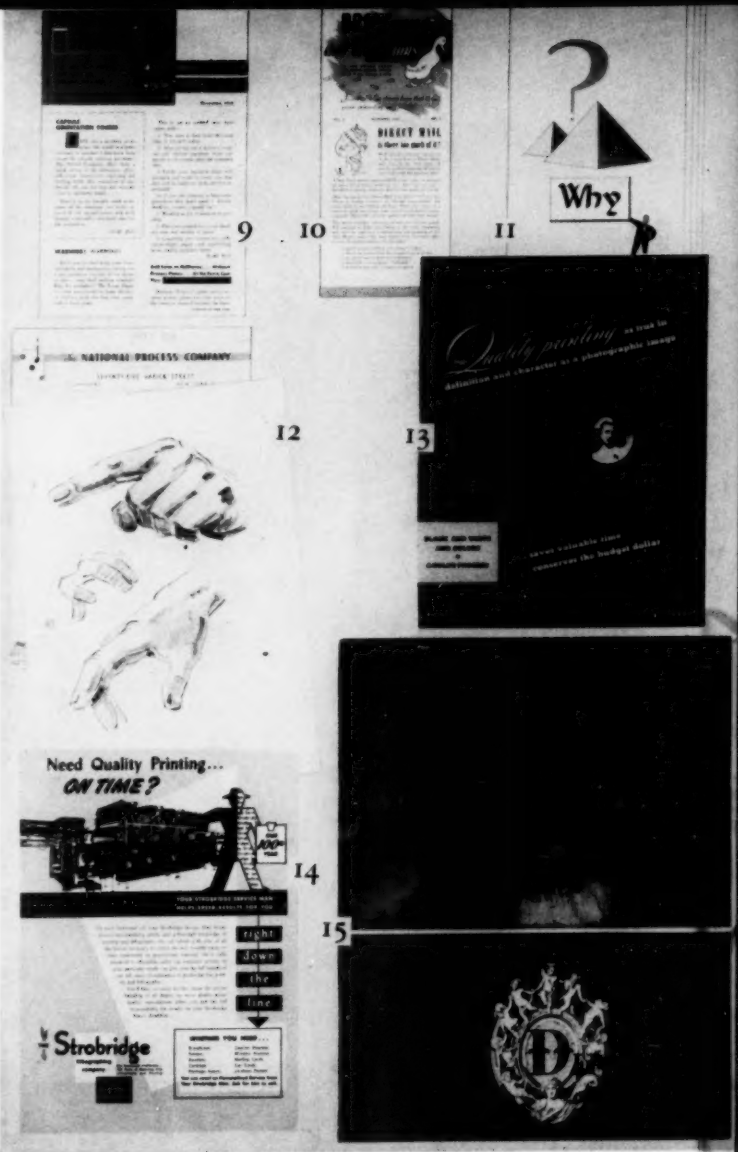
7. 'Seven Ways to Choose a Printer' include flipping a coin, the telephone book, your nephew, the old old firm which has always done the job, by auction to the lowest bidder, the man who just dropped in, or to Commanday-Roth Co., New York, which has many attributes according to the humorous copy.

8. Direct Mail Printing Co., New York, offers a booklet full of direct mail ideas and useful information, with a simulated hand-written memo and a handy label and return envelope.

9. The Selwell Co., New York publishes this offset folder periodically, offering ideas and a digest of promotion news. Production hints and copy preparation tips also are included.

10. "Drake ImPRESSions", pocket-size folder issued monthly by Drake Press, Philadelphia, carries helpful information on direct mail, and promotes company's services. Shows typical jobs done for clients.

11. "Why" turns out to be a question of why they put dots in halftones, a query raised by Merrill Reed, photolithographer of San Francisco. He proceeds to explain and show examples



of line, halftone and four-color work in the booklet.

12. National Process Co., New York, sends samples of unusual work, accompanied by a typed letter. This particular one shows drop-out reproduction of pencil sketches, pages from an art book.

13. Lithoprint Co. of New York mailed a 9 x 12" folder, violet and black outside, and four-colors inside to show the type of work being produced by the company.

14. A four-color insert in the advertising and marketing magazines by Strobbridge Lithographing Co., Cincinnati. The four-color offset press illustration is reproduced in four-colors.

15. The "Depictor", well-known external house periodical of Edward Stern & Co., Philadelphia, always contains a variety of reproductions in full color and black and white by deep etch lithography, letterpress and Optak. A special designed giant size color lithographed envelope carries each issue.

Progress Report on **FLUORESCENT LITHOGRAPHY**

By Dan J. Terra

President
Lawter Chemicals, Inc.
Chicago

LUMINESCENT materials fall into three general classifications. First: Radioactive compounds. These materials do not need outside energy for activation, but rather obtain their energy from a somewhat slow chemical breakdown of themselves, and are therefore referred to as being self-luminous. Radioactive compounds are quite expensive and extremely hazardous to use for those unskilled in the handling of such materials. Their most important applications are on watch and clock faces, in the medical field, and for some highly specialized military uses. Radioactive chemicals are of no importance whatsoever in lithography and printing.

(Reflective materials, which embrace a system of glass beads imbedded into the surface of paint films, do not fall into the luminescent category. Reflective surfaces do not in themselves emit light; they merely reflect a beam of light directed upon them. The most striking examples of this type of materials are the highway centerlines and roadside signs which so effectively "pick up" the headlights of a car at night).

The second group is phosphorescent chemicals. These materials are non-

radioactive and non-hazardous, and possess the property of "absorbing" light energy of any source, and dissipating it rather rapidly, after the light source is removed. Pigments of this type are represented by zinc and calcium sulphide salts, the crystalline structure of which contains small amounts of chemical activators. The phosphorescence, or useful afterglow of these materials varies from 30 seconds to 24 hours, depending upon the choice of activator and type of salt.

The light given off by phosphorescent surfaces is extremely low in intensity, and therefore, these materials have been slow in finding commercial applications. However, in recent months, they have been gaining rapidly in importance for military and civilian defense programs. Aside from the impractical and hazardous radioactive compounds, only phosphorescent materials will glow at all in the complete absence of light, heat or power, although this glow is of relatively short duration.

The imminent need for civilian defense for phosphorescent signs and directional material presents the lithographer with the opportunity to produce this material through the medium of dusting, since these pigments

cannot be ground into inks. When ground, the all important crystalline structure is destroyed, and the result is almost complete loss of intensity. Phosphorescent pigments can be adapted to all existing bronzing or dusting methods.

The third group of materials, fluorescent chemicals, is the most important type to the graphic arts, and commands our major attention here. There are essentially two types of fluorescent materials in use today.

The first is the type which gives a fluorescent effect only when continually activated by a source of concentrated near ultra-violet light, such as high pressure arc lamps and special low-pressure fluorescent tubes covered with cobalt blue filters, or nickel blue tube coating materials. ("Black light").

World War II brought demand for fluorescent instrument lighting for both planes and ships. The need arose for a type of instrument lighting that would eliminate glare and reduce the chance of being conspicuous at night by eliminating white light.

The demand for fluorescent bomb charts and maps during World War II brought the lithographer into the field of fluorescence for the first time.



Examples of fluorescent "bronzing". Left: A test run produced by Consolidated Lithographing Corp., Brooklyn. The main heading at top is in red fluorescent powder, on a black background. At right is an 8" paper disc with

Fluorescent red type against royal blue background. Lower is a portion of a test run of cigar bands, with the first color, fluorescent, applied, and other colors to be added.

These charts and maps were prepared in three different ways:

1. Conventional printing and lithography applied to fluorescent treated stock;
2. By lithographing with fluorescent inks over a white background on a dark colored stock; and
3. Dusting of fluorescent powders on printed sizing.

Although at present, the dusting method seems to give the best results and is the method generally used now for military purposes, much work is being done in this field, and wet lithography for this work may regain its position in the future.

The activating source in World War II for these military applications was the RP-12, a low pressure mercury vapor lamp with red-purple filters. Generally speaking, the mercury vapor activation of fluorescent surfaces has become obsolete, since the advent and great progress of tubular type lamps.

First Outdoor Sign

In 1945 the automotive industry first adopted this glare-free method

of instrument dashboard lighting, but it was not until 1949, in Chicago, that the first outdoor fluorescent bulletin appeared. It was a spontaneous success, and now fluorescent outdoor posters, equipped with "black light" are seen every day by many millions of people in all 48 states and in many foreign countries. The demand for this type of outdoor sign has grown tremendously in a short time. Although the figures are only unofficial estimates, it is indicated that this system increased billing in the outdoor advertising industry by about \$6 million in 1950, and in the silk screen industry by about \$12 million.

A natural outgrowth of the outdoor fluorescent painted bulletins was the introduction of fluorescent point-of-sale and window display advertising with "black light." This application is now creating a demand for fluorescent lithography of this type, particularly for large runs for national advertisers.

It is further probable that black lighted fluorescent 24-sheet poster

panels will be in wide use, and this also presents a demand for printing and lithographic inks of this type. A few experimental installations have already been made in several parts of the country.

Because of the widespread interest in this medium among advertisers, it seems natural to anticipate a growing demand for fluorescent lithography activated with black light. (There also is a growing demand in military quarters for black lighted fluorescent lithography, and those lithographers who are interested in this type of production probably should investigate this medium).

Lithographic inks which glow under black light, though they present somewhat critical manufacturing problems, have reached the commercial stage. These inks are as permanent as conventional inks, and therefore present no serious problems from a light stability standpoint.

Daylight Fluorescence

The most important development in fluorescence, and the one which probably holds the greatest promise,



The first major commercial job utilizing the fluorescent dusting method with four-color lithography was this poster for Birds Eye foods. The run was 100,000, and the job was produced by I. S. Berlin Press, Chicago. Shown holding the poster are, (L. to R.) S. J. Kukla and I. S. Berlin of the lithographing firm, J. L. Switzer, Switzer Bros. who hold patents on fluorescent material, and Mr. Terra, the author.

is the type known as daylight fluorescence. Colors which are daylight fluorescent also glow under black light. But their chief attraction is the all-important property of fluorescing in daylight and under ordinary artificial light.

What makes these colors brighter than conventional colors? First, they have a well defined reflective color, and secondly they have the ability to capture daylight, and transform the ultra-violet portion of the daylight into added visible color.

When compared with conventional colors, daylight fluorescent colors are quite weak in tinctorial strength. For example, the color strength of daylight fluorescent neon red is about five percent of that of a phloxine process red.

Consequently, a relatively heavy film deposit is needed to give maximum strength to each of the five colors which are available. The established standard on displays now in general use carries a minimum daylight fluorescent film thickness of $2\frac{1}{2}$ mils. When this thickness of film is used, the daylight fluorescent displays have a useful outdoor life of 30 days, irrespective of climatic conditions. When not exposed to direct sunlight, they last for many months, and can be stored for long periods of time.

The established quality standards

Technical Data on Fluorescent Dusting

"Materials and Methods Used in Applying Daylight Fluorescent Powders by Dusting," is the title of a technical discussion appearing in the Technical Section of MODERN LITHOGRAPHY this month (page 39).

The accompanying article, by Mr. Terra, was recorded on a wire recording machine at the January 10 meeting of the Young Lithographers Assn. at the New York Advertising Club. Since the questions and answers which followed Mr. Terra's talk dealt with technical aspects of applying the fluorescent materials by lithography and dusting, they are included in the Technical Section, mentioned above.—Editor.

and control now in effect for producing daylight fluorescent displays has been one of the most important phases in the expansion of the use of daylight fluorescent materials. Unless detailed directions for use are followed and conscientious quality control is maintained, the use of daylight fluorescence might become a passing vogue. The finished display must necessarily be of high quality if this medium is to command continued and increased acceptance.

Until recently the glowing posters and signs in widespread use were produced only in one of two ways:

1. The conventional color and daylight fluorescent color are both applied by the silk screen process.
2. The conventional colors are ap-

plied by lithography and printing and the daylight fluorescent portion is "farmed out" to silk screen plants.

The latter method gives the lithographer the opportunity to produce daylight fluorescent displays and posters, with the help of some 1500 silk screen plants, many of which are now mechanized for high speed production. A number of lithographers have taken the initiative to develop business of this type. In these cases, the lithographer handles the entire job—selling, art work, lithography, service—but sends it out to be silk screened with the daylight fluorescent colors required, just as he sends out his mounting and finishing or bindery work. Lithographers have found this a way to build up dollar volume without capital expenditures for any equipment.

Daylight fluorescent pigments are relatively coarse, and do not wet vehicles as do conventional pigments. For this reason, and because of the heavy film deposit needed, it was natural that our efforts were directed to the dusting method of applying them.

This process is now being used with very satisfactory results in several plants throughout the country, and every job produced seems an improvement over the previous one. The progress has been rapid. These powders now are in full scale production in two of the colors, and the three other colors, of the five-color range, will be in production in a matter of weeks.

Daylight fluorescent dusting gives the lithographer the opportunity to satisfy the growing demand for long run material of this type. The powders are non-toxic and quite readily handled on all types of bronzing or dusting equipment. They will produce labels, point-of-sale displays, streamers, brochures, magazine inserts, fancy papers, greeting cards, posters and many other items. Further, there are many indications that daylight fluorescent printed matter, because of its extremely high visibility and attention value, will play a large part in our defense effort. These same factors will produce many military uses. ★★

Handling Paper at Western P & L

Transporting of 50 million pounds of paper a year, and efficiently utilizing 188,000 square feet of storage space, calls for a high degree of planning and mechanization.

THE problem of transporting some 50 million pounds of paper a year in and out of its pressrooms and warehouses, has called for a high degree of mechanization at the plants of Western Printing & Lithographing Co. The company, whose main plant is in Racine, Wis., handles 1200 carloads and uncounted truckloads of incoming raw materials annually. In addition, it has to maintain easy-to-get-at stocks of just about every type of printing paper made, operate a storage area embracing 188,000

square feet, and avoid waste of space in its constantly growing enterprise.

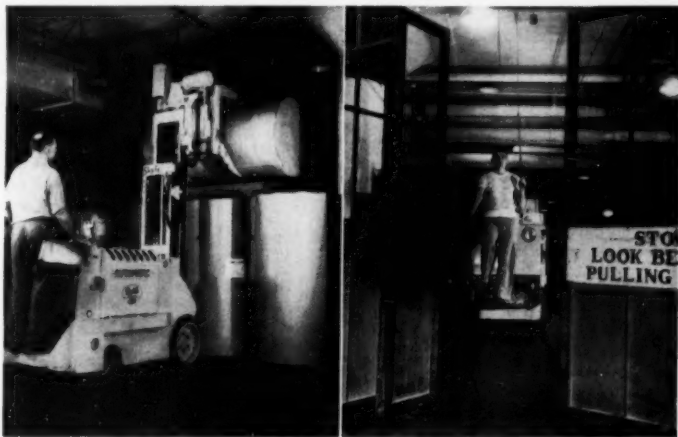
The Racine firm, which has plants in Poughkeepsie, N. Y. and St. Louis, ranks among the world's largest lithographers. It produces about 2,000 different book titles a year, which amounts to several hundred millions of books, a large quantity of games, about 120 million greeting cards, 10 million decks of playing cards, gift wrap paper, puzzles, etc. It handles 4,000 different commercial jobs, including

posters, window displays, catalogs, booklets, circulars, and other advertising and printing products.

To handle its materials speedily and economically, Western uses the latest mechanized equipment. One unit, a battery-powered clamp type paper roll handler, starts its work at the rail dock, entering and unloading paper rolls from box cars. It takes the paper directly from the car to the storage area and tiers it two high, to the ceiling, which is 13 feet high in most areas. Because the

Ceilings lower than Western's usual 13-foot level forbid ordinary stacking methods in this area of plant. To overcome this handicap, Western uses an electric lift truck with a revolving clamp attachment to store paper rolls horizontally or vertically as required.

Lift truck operators open doors without dismounting by pulling overhead ropes, as shown (right). After passing through, the operator pulls another rope to close the door behind him. Time saved by the automatic system is considerable. For safety reasons, operators are instructed to stop their vehicles before pulling the rope.



All Photographs: Automatic Transportation Co., Chicago.

clamp revolves through 360 degrees, rolls can be stacked horizontally when lower ceilings or utility fixtures bar vertical stacking. This means thorough use of space.

Unloading a box-car with the special attachment takes from one and one-half to three man-hours, depending on the type of rolls being handled. Another variable factor is the distance the truck travels between the car and the storage bay in use. A typical day's incoming supply is from 96 to 112 rolls, the contents of two cars.

Two men handle the entire roll operation, which includes supplying the presses from storage and delivering rolls to a sheeting machine. Western finds it economical to buy some types of paper in rolls and cut it in the sheeter, and mechanical handling of the rolls expedites this operation. Western has found that without

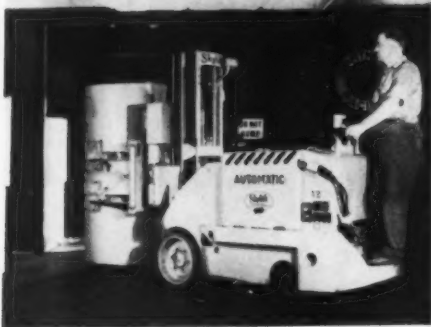
automatic equipment, the cost of this operation would be prohibitive.

Stand-up type rear control electric trucks are used also for handling flat stock, finished products, metal plates, and other unit loads of material of all kinds. Because of the nature of its products, Western must maintain large, active stocks of finished items, and orders call for prompt action. Thus, mechanical handling, by which shipping time is slashed to a minimum, is essential to its business.

Indicative of the company's need for speed is the automatic door-opening system it employs in the factory. As a truck operator approaches a closed door, he reaches overhead to a rope which, when pulled, opens the door. After passing through the portal, he comes to another overhead rope which is pulled to close the door. No stops need be made for the driver to dismount.



Rear control lift trucks handle raw materials and finished products on flat and box skids throughout the Western plant. High tiering is of great importance because the constant growth of the operation has always placed a premium on space. The company now feels that it achieves maximum use of its storage potential. Here raw sheet stock is placed in a temporary storage area, with finished merchandise in the background.



Roll handling truck operates between box car and storage. Here truck is shown taking roll from car. Next stop is the storage area, where rolls will be stacked to second level, depending on ceiling height.

The urgency of using fully all available cubic footage is emphasized by the company's growth record over its 45-year history, and the continuous expansion of its physical plant. In 1906 it was a small basement print shop in Racine. By 1928, Western owned a large plant. Seven years later it spread to Poughkeepsie, and in 1945 opened a southwestern division in St. Louis.

Today, the company occupies five sites in Racine with total floor space of 1,500,000 square feet. The main plant includes 740,000 square feet. This year a new addition is being put up which will add 107,000 square feet.

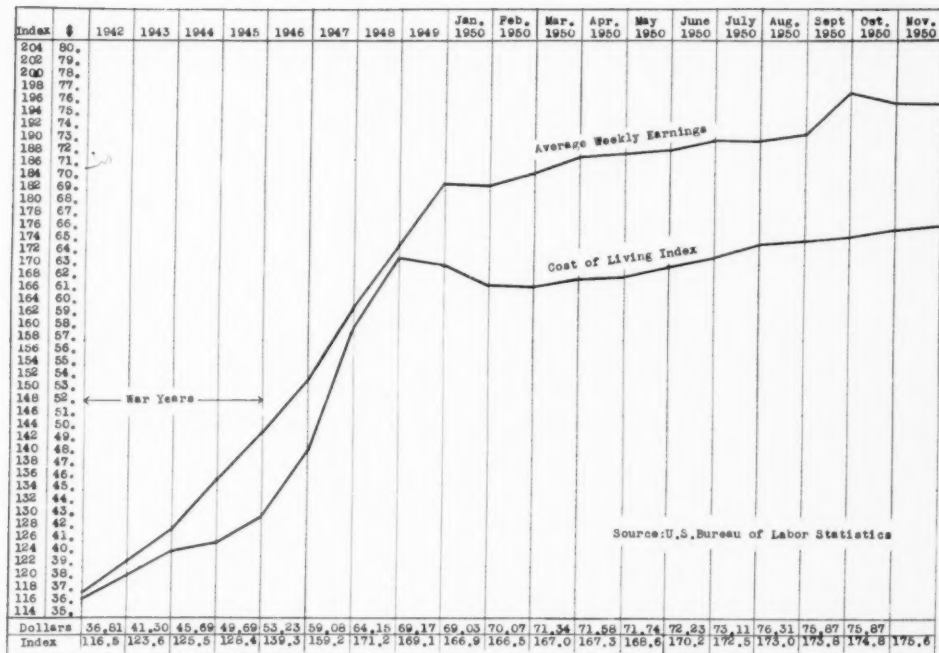
Western's shipping and receiving facilities are up to date, with as many as 11 box-cars and 12 highway trailers handled simultaneously in the main plant's enclosed docks. The company handles from three to eight of its own trailer trucks daily, plus an unestimated number of trucks operated by commercial carriers. Six other trucks are used for local hauling between plants and storage areas. One service the other trucks perform is shipment of finished merchandise from the main plant to other Racine sites for storage, and returning it to the main plant when needed.

Everything possible is handled on skids, the height of which is standardized. There is some variety in the size of skids, both the flat and box type, because Western uses skids on which incoming material arrives, and makes none of its own.

Western says its improved materials handling methods have resulted in substantial saving in space, man hours, time, and costs. High lift features of the electric trucks permit two- and three-high tiering, previously very expensive when done as a manual lifting task.

Damage to materials has been reduced, and greater safety for personnel assured, the company reports. Western asserts that mechanized handling means greatly increased speed and efficiency in serving the production departments, factors which are important from the cost standpoint. ★★

Figures Show 1942-'50 Record of Litho Wages Compared with Cost of Living



**Lithographic Production Workers—Average Weekly Earnings
and Cost of Living Index—All Items—Large Cities**

THE graphs on this page were compiled by the National Assn. of Photo-Lithographers, New York, from figures released by the U. S. Bureau of Labor Statistics. A recent NAPL Bulletin states:

"The graphs show gross earnings for lithographic workers in the industry for the years 1942 to 1950 inclusive. Gross earnings have increased from \$36.81 per week in the year 1942 to \$75.89 in October, 1950.

The cost of living for this same period has increased from an index of 116.5 in 1942 to an index of 175.6 in November 1950."

The NAPL showed other figures on the total employment trends in the lithographic industry, from 1947 to October 1950. These figures, compiled by the U. S. Bureau of Labor Statistics ranged from a high of 48,200 workers (all employees) in 1947 to a low of 39,900 in April, 1950.

The figures are as follows:

1947—48,200.
1948—45,100.
1949—41,100.
Jan. '50—40,100.
Feb. '50—40,100.
Mar. '50—40,100.
Apr. '50—39,900.
May '50—40,000.
Jun. '50—40,000.
July '50—40,000.
Aug. '50—40,700.
Sep. '50—41,300.
Oct. '50—42,300.

CHOOSING PAPER

*By William Beckett**

THERE is, in the minds of some people, the feeling that ink, paper, glue and the other various supplies and materials used in printing and the allied arts are standardized, and that in one general price range any well known and widely used product is interchangeable with any other, because they are virtually alike.

That is not true, and it must be recognized, as in everything else, that there are great differences in the properties of types or brands of paper manufactured by different mills. Paper is an exceedingly complex substance, and its characteristics depend upon very delicate control of the many elusive variables at all stages of manufacture.

Not only is there a considerable difference in point of view among makers and users of paper as to just what properties are correct for a certain special use, there is also no formula by which these properties can be built into a sheet of paper automatically and uniformly.

The fabrication of paper is a skill, and in many respects an art, and at the present stage of its evolution is no more standardized than people are standardized, for paper is made by people, even though the people use machines in the process.

The differences in the quality and performance properties of paper made by different people trying to achieve an identical result are at least as great as differences in the quality of lemon pies made by different cooks.

Paper is made from such a great number of ingredients, under such a wide range of variable conditions, that perfect quality control simply

is not possible, but those who have the most skill, the best equipment, and the strongest determination to make and keep a reputation for dependable quality, will come closest to it.

A lithographer or printer, and those who plan and order some lithographic printing, are immediately concerned with the selection or specifications of suitable paper. Now, it is true that offset lithography is a very versatile process, and that a great variety of papers can be and are constantly being used in offset printing. But there are some kinds of paper made particularly for offset by manufacturers who have studied the requirements of a successful offset sheet, and understand the demands imposed on a sheet of paper when it is passed through an offset press.

To perform its intended function, a sheet of offset paper must have a number of peculiar properties, some of which are of opposite or unlike nature, and cannot be combined in one sheet without some measure of compromise.

For instance, an ideal offset paper has very low permeability, and does not readily absorb ink, which should remain on the surface of the paper and dry by oxidation rather than by absorption. This is very important, because if the vehicle of the ink penetrates the sheet, the pigment is left insufficiently bound on the surface of the paper, presenting a dull and lifeless appearance instead of a clear, intense tinctorial effect. In addition,

the pigment tends to rub off and smudge unless the vehicle secures it to the paper.

At the same time it is important to develop to a high degree the characteristic of hardness and resistance to ink penetration. We must strive for softness in order to minimize the expansion and contraction of the paper due to changes of moisture content. This is extremely important in achieving close printing and folding register, and in the prevention of wrinkles as the paper goes through the press. A soft sheet is less sensitive to moisture changes than a hard one.

It can be understood readily that hardness and softness cannot be combined if either of them is to be at a maximum. Thus, we must compromise and strive for a balance between the two, so that the sheet will be hard enough to withstand the stresses of an offset press and carry the ink correctly, and at the same time not so hard as to go completely out of register as a result of a moderate deviation in the relative humidity of the atmosphere, or a slight excess of fountain water on the plate.

The properties of tearing strength, folding smoothly without cracking, stiffness, surface smoothness, and some others of interest principally to the paper maker himself in effecting control of quality during manufacture, are all related to each other, and any change in one inevitably produces a change in the others, to a degree depending on the sum of all the factors.

It is certainly not likely that most people who are required to specify or select paper will find it either interesting or necessary to understand all of the structural peculiarities of various kinds of paper, or to know exactly what physical and chemical strains may be put on paper in different printing and technical processes. It is, of course, essential that the maker of paper have a thorough knowledge of all these elements in the fabrication and use of paper of all kinds. The lithographer or printer, envelope maker or embosser must understand just what demands his process makes on the paper and what kind

(Continued on Page 95)

*Excerpts from an address on "Who Specifies the Paper, and Why?" delivered by William Beckett, executive vice president, The Beckett Paper Co., Hamilton, Ohio, before the Advertisers' Club of Cincinnati, Ohio, on January 19, 1951.

TECHNICAL SECTION

Materials and Methods Used in Applying Fluorescent Colors by Dusting

From: Technical Data Prepared by Lawter Chemicals, Inc., Chicago

TO date most of the daylight fluorescent colors which are seen on posters, displays, and other printed materials have been applied by the silk screen process. But in recent months considerable success has been achieved on long run commercial advertising material through the application of these colors in powder form through conventional dusting or bronzing methods in connection with lithographed material. The following information has been compiled from the commercial runs thus far completed.

1. Types of Stock

Choice of paper is extremely important. A stock with a hard, smooth surface is necessary. If the surface is too absorbent, the size will not stay on the surface to form a good base for fluorescent dusting powder.

Offset stock and other porous stocks are not satisfactory unless they are spirit varnished prior to sizing and bronzing. The varnish used for coating the stock must not contain wax. If porous stocks are not coated, the powder will tend to stick to the surrounding areas, and even though these areas must be dark for color contrast, the powders are so brilliant that they are objectionable if allowed to remain on the background.

Since fluorescent dusting is the last operation, experimental printed sheets can be hand dusted to determine whether the powder will wipe off in the bronzer. A small wad of cotton is brushed lightly over the dusted sheet.

If both the printed and the unprinted area wipe clean, it is indicated that the sheet will wipe clean in the bronzer.

2. Press Equipment

Letterpress application is satisfactory. However, if the bronzer is in tandem with a lithographic press, the system can be converted to direct printing as follows:

1. Use coarse grain zinc blanket on plate cylinder.
2. On offset cylinder, remove rubber blanket and replace with zinc blanket.
3. Adhere rubber or metal plates to zinc blanket on offset cylinder.

3. Type of Bronzer

Fluorescent materials have been produced successfully on late model Christensen bronzing machines. It is indicated that other type bronzers will be adaptable and detailed information will be available after present tests are concluded. We are arranging tests on other makes of bronzers. It is suggested that if you have other equipment, you contact the manufacturer and discuss it with him.

Following changes recommended on standard Christensen bronzer.

a. Some means of agitation must be devised in the bronzing fountain to prevent packing of the bronzing powder, and to insure uniform distribution of the powder.

b. The fountain flow regulator must be opened more than normal when using fluorescent powders.

c. Remove star wheels from sheet stripper bars to eliminate scratching of fluorescent surfaces.

d. Adjust buffers so as not to remove excess amount of powder from bronzed area.

4. Film Thickness

Film thickness of size should be two ten-thousandths of an inch (.0002") which is approximately three times the thickness of a conventional printed film. This means that the size plate must be well flooded to achieve this heavy deposit. If all conditions are ideal, this film deposit of size should give a finished dusted film deposit of two thousandths of an inch (.002").

Film thickness is extremely important. A minimum of .002" film thickness is absolutely essential to give full color value and outdoor stability of approximately seven (7) days.

5. Choice of Copy

Copy should be designed so that all fluorescent type or areas have dark surrounding background for maximum contrast and effectiveness. Printed background of light yellow is recommended as a base coat for the dusted areas. The use of this light colored base coat will prolong somewhat the light stability of the fluorescent area.

When using a Christensen bronzer, the fluorescent copy should be located in the upper or lower third of the sheet. This is necessary because the sheets overlap by two-thirds on the conveyor just before the bronzing op-

eration. The wet sized sheets will stick together if this precaution is not taken.

6. General Instructions

A. Before starting, bronzer and cyclone collector must be thoroughly clean so there is no contamination of the powders. It is suggested that new burnisher pads be used and kept for fluorescent applications.

B. For best deposition of the powders, keep bronzer fountain at least three-quarters full.

C. It is recommended that only the size formulated for this work be used.

D. The specific gravity of fluorescent powder is less than that of metallic powders. Because of this, they are usually not entirely removed from the unbronzed area of the sheet in the buffing operation. Therefore, the sheets must run through the press and bronzer again for thorough cleaning.

When sheets are redusted for cleaning, lift burnishers away from cylinder and use no pressure on press cylinder rolls. Make sure that machine is thoroughly clean before redusting.

It is indicated that a more efficient exhaust system may eliminate the necessity of redusting.

E. In spirit varnishing, a small strip may be left unvarnished on two edges of the sheet. This unvarnished strip may tend to curl. Care must be taken in feeding the varnished sheets into the press for sizing. If a curled edge is fed into the press first, this edge may prevent the cylinder and/or delivery grippers from picking up the sheets properly. If possible, the sheet should be fed from a side that has been varnished completely to the edge.

F. On some bronzing equipment the feed roll must be raised slightly to allow the extra amount of size to go through without offsetting. If this feed roll acts as the gripper, it is suggested that rubber bushings be fixed to each end of this roll in order to start the paper through the machine.

G. It is recommended that used powder be sifted and mixed 50/50 with new powder before re-using.

H. These powders have never proved harmful or hazardous to health, but it is suggested that to prevent any annoyance the operations be carried on in a restricted area.

Progress Report on Fluorescent Lithography

A progress report on fluorescent lithography, with a non-technical marketing approach, appears this month on page 32. It is based on a talk given before the Young Lithographers Assn. of New York, January 10. Following that talk a number of questions were asked, mostly centered around the technical aspects of application of fluorescent colors to lithographed material. These questions and answers follow at the end of this technical report on materials and methods.—Editor.

7. Color Stability

The sunfastness of displays employing these powders depends on the amount of direct sunlight striking the finished piece. This means that for window displays in direct sunlight, the colors will lose their brilliance and fade in approximately fourteen days (14) of summer sun. Outdoor displays must not be employed for over seven (7) days. Displays out of direct sunlight will last many months and when stored away will last indefinitely. It is the responsibility of each licensee to advise his customers of the performance that can be expected from the colors under varying conditions of use.

8. Mileage

Experimental and production runs indicate that when fluorescent powders are applied to the extent of a .002" film thickness, the mileage is 100-125 sq. ft. to the pound. This is a conservative estimate.

9. Future Technical Bulletins

The information given here is based on experience to date and is to the best of our knowledge accurate.

It is intended to provide the printer and lithographer with a starting point for further work. Future technical bulletins will be issued as more experience is gained with this new process.

Questions

Questions, with answers by Dan Terra, president, Lawter Chemicals, Inc., Chicago:

Q. What is the difference in light stability between silk screen daylight fluorescence and bronzed daylight fluorescence? Three months ago we thought that bronzed daylight fluorescence would never achieve the outdoor stability that silk screen daylight fluorescence will give. Some recent experimental work, in fact an actual short run on bronzing equipment with some new pigments, indicates that we will achieve, with dusting, the permanency and light stability of silk screen work. It entails modifying some of your equipment but it can be done.

Q. What you are doing is not bronzing because you are not using gold powders. Is that true? Yes, that's true. But from a merchandising viewpoint, we have taken advantage of something that people know a lot about. So we have called them "daylight fluorescent bronzing powders." Actually there is no bronze in these powders—they are strictly organic colors.

Q. Does any special type of sizing have to be used in dusting? We have developed some bronzing sizes which are particularly adapted to this process. We are pretty certain that we have not achieved the ultimate. The logical starting point is with a material that we know will work. We have no objections to your trying out other materials that you think may work better.

Q. How does the particle size of these daylight fluorescent powders compare with that of conventional bronze powders? The conventional bronzing powders vary anywhere from 10 microns up to about 50 microns. The daylight fluorescent powders, after a long period of experimentation, are being made in a range from 20 to 44 microns. We have only one size within this tolerance, to date.

Q. What about the transparency or opacity of the colors? These colors are very transparent. They are printed on a white background. If they are printed over a black or dark background, they are not very effective. You need a light background in order to get the maximum reflection. A yellow background for all of these colors has been found to help their

light stability quite considerably. We have just learned this recently. (And incidentally, when the material fades, you still have a sign left if you use a good solid yellow underneath).

Q. What is the range of daylight colors available? The five colors range from yellow through red and magenta, plus a modified green. These are all on one end of the spectrum. The dyes and chemicals which are in the other end of the spectrum do not exhibit daylight fluorescent properties. Hence it is doubtful, at least in the light of present day knowledge, that we will have colors in the blue range in the near future. It is possible to make a modified blue, by adding more blue to the original yellow. But you lose so much fluorescence that it is not a very valuable color.

Q. How are these colors tested for light fastness, etc.? They are tested with a combination of natural weather conditions and the use of a twin-arc weatherometer. One hour in a twin-arc weatherometer is equivalent to 12 hours of tropical sunshine. The tests are made under pretty extreme conditions. During the winter time these colors will hold up much longer than in the hot summer sunshine.

Q. What progress has been made toward the development of daylight inks for ordinary wet lithography? There is quite a lot of time and money being spent on that project. There is some progress, but we hesitate to talk about it because we don't want to start any false hopes. The way it looks today, the first process used in wet printing will be rotogravure, and the next will be aniline. The reason for this is obvious. You can lay down a pretty heavy film with deep etch gravure and with aniline. And they are relatively of lower quality than lithography. I think it will be some time before wet lithographic inks are available, but inks for gravure and aniline printing are definitely in view.

Q. Can these powders be reclaimed after dusting, as can bronze powders? They lend themselves to reclaiming better than regular bronzing powders. They are being reclaimed very successfully with the usual equipment.

Q. Suppose we had 20,000 sheets to be dusted with fluorescent color. Could we send them out to any bronzer to have it done, even though he were inexperienced? If the company that does your bronzing would avail itself of the services of one of our engineers, to be there on the spot, for several days, I think there would be a minimum of difficulty. We are willing to send our engineers anywhere in the U. S. We are very optimistic regardless of the type of equipment involved. On the first few runs production will not be as high as will be achieved after the men gain some experience. Incidentally, any press that's in tandem with a bronzer will produce about two and one-half times the dollar volume if you are running this material.

Q. Are the colors which glow under black light available for both dusting and wet lithography? These colors are available for both types of application. These black light pigments are in the inorganic class, however, and the supply is in bad shape just now. The zinc and cadmium restriction orders affect these supplies, although there is quite a large inventory of supplies around, I think when they are depleted, it will be a question of use for military purposes or not at all.

In the daylight fluorescent field, the supply is pretty much of a question mark. There are some very critical materials used. There are no restrictions in view on the raw materials used for pigment manufacture. There

(Continued on Page 101)

TECHNICAL BRIEFS

From Current Literature in the Graphic Arts

Abstracts of important current articles, patents, and books are compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of interest to Lithographers. Either list may be obtained for 10 cents in coin or U. S. stamps. Address the Lithographic Technical Foundation, Research Dept., Glessner House, 1800 S. Prairie Ave., Chicago 16, Ill.

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Photography, Tone and Color Correction

***Tone Reproduction by Halftone Processes.** H. M. Cartwright. *Process Engravers Monthly* 57, No. 683, November, 1950, Pages 336 and 339 (2 pages). This article is an interpretation and criticism of the paper presented by J. A. C. Yule on the subject, "Tone Reproduction in Halftone Negatives."

Process of Making Halftone Negatives. Francis E. Wattier. *Official Gazette* 641, No. 2, December 12, 1950, Page 532. U. S. Patent No. 2,553,650. A process of making halftone negatives, which process comprises photographing copy by passing light from the copy, through an approximately square stop aperture and through a halftone screen of a ratio of aperture width to screen line width substantially less than 1:1; and subsequently

photographing the copy on the same sensitive medium by passing light from the copy through a larger approximately square, annular stop aperture the opaque center of which is similar in size and shape to the square stop aperture, and through the same screen, the two exposures being in register, being unequal and made with the diagonals of the stop apertures parallel to the lines of the screen.

***The Multichrom Camera.** W. B. Hislop. *Process Engravers Monthly* 57, No. 683, November, 1950, Pages 325-6 (2 pages). A process camera designed primarily to produce color-corrected and multiple-image positives has been developed and put into production. The instrument, called Multichrom Camera, is based on two principles, first that it is mechanically possible to replace plane objects exactly; second that the path of

light through an optical system is reversible. The camera accommodates both opaque and transparent copy. It is essentially a camera within a camera with a single lens system. To make a mask, a regular exposure is made and the negative is replaced in its holder and illuminated. An exposure is made through the same lens to a quarter plate producing a positive mask. This mask is then replaced in its holder and a sensitized plate placed in contact with the negative in its holder. An exposure is made thru the combined mask and negative to produce the corrected positive. Inserts of lettering, borders, etc. can be made simply by multiple exposures.

The Color Temperature of Light Sources. H. G. W. Harding. *Proc. Phys. Soc.*, 63, No. 9, 1950, Pages 685-98 (14 pages). The definition of color temperature is explained and the approximations of the spectral distributions of energy of lamps to those of black-body radiators are indicated. The value of color-temperature measurements to the colorimetrist is outlined and difficulties in making the measurements are dealt with. The use of photoelectric devices for color-temperature measurements are mentioned. Color temperature is very useful to express the operating conditions of light sources such as tungsten filaments, but should not be used indiscriminately for other light sources. If the color and energy producing the color are different from those of a full radiator, observer differences and minimum perceptible color differences have to be considered before the value of color temperature can be assessed. *Printing Abstracts* 5, No. 11, November, 1950, Page 523.

The Masking Process for Photo-Mechanical Correction in Photogravure. W. Schupp. *Polygraph* 3, 17, September 5, 1950, Page 600. (In German). The method recommended by the author is outlined; this is claimed to obviate the flattening effect inherent in the American process. The negative masks exhibit the same differences in density as the three tone—and color-corrected color separation negatives. Consequently a "compensative" is obtained which corresponds only to the color corrections necessary and which is neither a negative nor a positive; it produces only the required degree of blackening in the color tones. Further details are to be given in a work by the author "Neue Wege zur Herstellung von —und farbwetichtriger Druckformen" to be published by the Polygraph Verlag. *Printing Abstracts* 5, No. 11, November, 1950, Page 519.

Photographic Printing Processes

"Cellulose Acetate Offset Printing Plate. Walter Clark. *Modern Lithography* 18, No. 12, December, 1950, Pages 40-41 (2 pages). Cellulose acetate can be hydrolyzed to cellulose. This property has led to its use as a material for making lithographic plates. Plates made from it consist of two layers, the acetate layer and a metal backing for dimensional stability. Sensitized with a bichromate solution the plate is exposed in the conventional manner and processed by swabbing with an alkali solution which may or may not have an oxidizing agent. The plate is then neutralized with acid and rinsed with water. This Ektalith cellulose acetate plate has produced runs of 75,000 with line work and 40,000 with halftones. Satisfactory color reproduction has been obtained on small offset duplicating presses and has led to the possibility of its use to produce cheaply color illustrations for text books, magazines, etc.

"Patral: An Improved Treatment for Aluminum Lithographic Printing Plates. Printing, Packaging & Allied Trades Research Association. *Patra Information Leaflet* No. 37, 1950, Pages 1-6 (6 pages). The process is an improvement on the Brunak (LTF) process designed to prevent the oxidation of aluminum litho plates. Details of the process are given. *Printing Abstracts* 5, No. 11, November, 1950, Page 516.

"When Is a Deep-Etch Plate Blind? *Research Progress* 19, May-June, 1950, Pages 2 and 4 (2 pages). This article discusses blind images due to gum remaining on the image after development. High RH has a great effect on the dark reaction, and when the plate is developed with the usual technique, the residual hardened stencil remains on the image areas. A method of determining if a plate is blind is given, and advice offered on what to do when the RH gets above 70%.

"The LTF RH-Exposure Chart. *Research Progress* 19, May-June, 1950, Pages 3 and 4 (2 pages). The exposure chart tells how much an exposure that is known to be correct should be changed to compensate for changes in relative humidity. Examples on the use of the chart, and precautions to be observed, are given.

"Why Clean Plates in a Graining Machine?" Thomas C. Atwell and William C. Stone. *Modern Lithography* 18, No. 12, December, 1950, Page 39. To reduce the regraining time required for litho plates, especially lacquered albumin and deep-etch plates, a pregraining cleaning operation has been introduced. This cleaning was done by scrubbing with a special chemical. Experiments revealed that the cleaning time was reduced about 50%.

Paper and Ink

"The Viscosity of Linseed Oil Lithographic Varnish Films During Oxidation Drying. W. H. Banks and P. B. G. Upton. *Journal of the Oil and Color Chemists Association* 33, No. 363, September, 1950, Pages 397-410 (14 pages). Measurements of the changes in viscosity of a bodied linseed oil film during drying using a rolling ball technique are described. The viscosity shows negligible change for a period which is a considerable fraction of the drying time. Number average molecular weight changes during the drying process are consistent with the condensation of oxygen activated molecules to form a cross linked polymer in which the functionality of the active units is not in excess of three.

"The Preparation of a Water-Resistant Starch Coating By the Use of Antimony Salts. N. M. Frisch, M. L. Cushing, and L. Gussman. *Tappi* 33, No. 7, July, 1950, Pages 328-32 (5 pages). Potassium pyroantimonate ($K_2Sb_2O_7$) (1) greatly increases the water resistance of clay-starch paper coatings. Normally about 10% of I, based on the starch, is required. High degrees of starch conversion necessitate larger amounts of I. Chlorinated starches give poorer results. In preparing the coating, I is added immediately after the pigment and adhesive have been blended; defoamer and plasticizer, if necessary, are added, and pH is adjusted to 7.0-7.7. For best results, the coating should be dried at 220° F. for 30-120 sec. Apparently I insolubilizes starch by H-bonding. *Chemical Abstracts* 44, No. 22, November 25, 1950, Page 11092.

The Physical Properties of Papers for Special Purposes. T. J. Bowditch.

Proc. Tech. Sect. Pap. Mfrs' Assn., 30, No. 2, November, 1949, Pages 383-9 (7 pages). Absorbency, permeability, bulk, strength, optical properties and permanence of paper are discussed briefly. The properties required in paper for specific printing and packaging applications are stated. *Printing Abstracts* 5, No. 11, November, 1950, Page 499.

Ink Flying Tests. *Mecumani* 15A, No. 1, 1950, Pages 65-81 (17 pages). Misting or ink flying can be measured by collecting the ink on cellophane, as it is ejected on passing from a revolving steel roller to a rubber covered roller, and weighing. Tests indicate that misting is reduced by leaving the ink on the rollers for periods up to one hour before operation. It is reduced also by increasing the carbon content of some inks, or by increasing the temperature. Increasing the amount of ink on the roller, or increasing the speed of rotation of the rollers tends to increase ink flying. There is no correlation between ink flying and viscosity of the ink. Misting inks show a marked reversible diminution of dielectric constant on shearing and high yield value. Non-misting inks show no change in dielectric constant, have low yield values, little tendency to agglomerate and a marked Brownian movement on dilution. *American Ink Maker* 29, No. 1, January, 1951, Page 38.

What Paper, for What Process—and Why? W. R. Tarail. *Proc. Tech. Sect. Brit. Pap. Bd Mfrs' Assn.* 30, No. 2, 1950, Pages 437-41 (5 pages), Discussion Pages 442-4 (3 pages). The requirements of the printer in regard to rosin sizing, strength, smoothness, moisture content, avoidance of strike-through, set-off, and show-through, uniformity of thickness, avoidance of picking, fluffing and two-sidedness, dimensional stability, machine-made paper for magazine printing, litho papers, and photogravure papers are discussed. *Printing Abstracts* 5, No. 11, November, 1950, Page 500.

Lithography—General

"Setting Rollers. Theodore Makarius. *Modern Lithography* 18, No. 12, December, 1950, Pages 51, 95, 97 (3 pages). Setting form rollers of a press should be done with a long feeler gauge of .006 inch thickness rather than by means of paper strips. Gauging roller settings by dropping inked rollers on the dry plate can give false settings. After setting form rollers the intermediate rollers are set. Special treatment should be given to leather covered intermediate rollers. Ductor rollers require special care when setting to insure even ink distribution. It is very important that the ductor is parallel to the vibrator.

"Chromium Dermatitis. Martin Leeden. *Modern Lithographer and Offset Printer* 64, No. 11, November, 1950, Page 216. Chromium poisoning is a selective occupational hazard in lithography which forces the victim eventually to change occupations. End of this hazard may be in sight if information published by Patra and LTF is true and is used. Patra claims in information leaflet No. 38 that bichromates in fountain solution can cause scum in absence of gum or similar material. In its instruction bulletin No. 801 LTF claims that bichromates are not needed in etches if cellulose gum is used.

A Simple Gum Recipe. *Institute Voor Grafische Techniek T.N.O. Offset* 5, No. 19, September 16, 1950, Page 322 (In (Continued on Page 99))



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THE READING ROOM OF THE ALGONQUIN CLUB, BOSTON. Photograph by Nicholas Murray

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Makeready on the Offset Press

By Theodore Makarius

IN the previous articles we discussed setting up a new press or one that had just been overhauled. Now we will explain the actual makeready procedure which in many respects is the same as the procedure of changing from one color to the next on a multicolor job.

When starting a new job the paper stock should be checked for squareness. If the sheets are out of square to any extent it will be difficult to get close register. The first thing to consider is the relation of the front guides to the angle of the side cut of the sheets. For instance, when a sheet is cut on the bias and the back of the stock is wider on the side guide edge, it will bulge when passing through the side guide. In this case, it would be better if the off-front guide or the one opposite the side guide, were set to have more gripper margin and thus help the sheet clear the side guide when running. This of course applies to a three point guide press or one that has two front guides which are adjustable to give more or less gripper on either side without moving the plate.

On presses equipped with stops, this method of compensation is a little more complicated since the stops are arranged at close intervals along the front end of the cylinder and the sheet must hesitate at these stops to register. It is therefore necessary to underlay the stops with shims or very thin pieces of paper, making sure the stops graduate consecutively to conform with the shape of the sheet. Start at the side having the side guide and underlay the second stop with one one-thousandth of an

(Some subscribers have been sending questions to Mr. Makarius regarding press operation and shop methods. He has agreed to reply to these questions, and selections from them will be published from time to time. Address questions to Theodore Makarius, c/o Modern Lithography, 254 W. 31 St., New York 1, N. Y. Editor.)

inch, the third with two, and so on, until all stops form a definite right angle to the guide side of the sheet.

It is also important on this type of press to check the paper to be sure the cut edge is straight. Very often the edge may be either convex or concave. Very often the paper bows to a great extent on the front end and this can cause misregister, especially on thin stock, unless the stops are adjusted to conform with the front end of the sheet. If the paper is delivered in cases or on a skid, take a few sheets from each of several cases or from various levels on the skid. Place these test sheets either end to end or against a straight-edge to determine whether they are convex or concave. Should the results show that some are convex and others concave, it would be best to retrim the stock since it would be impossible to get any register on color work. This is especially important with light weight or thin stock.

If all the paper appears to be concave, the stops can be underlaid with shims as previously described, excepting that instead of graduating from one end to the other, the

graduations should start in the center and work toward both ends. When the sheets are convex, the end stops stay against the cylinder and the shims are added to the inner stops, starting with the second from each end and increasing the shims equally on both sides until the center is reached. If this procedure is followed the stops can be used to compensate for distortion of the paper on later colors, just as though the paper were perfectly square to start with. In other words, if the sheet should stretch after the first or second impression, the stops can be further underlaid to help draw it in.

If the stock to be run were heavy board instead of thin paper we would at this point concern ourselves with the edges being smooth. An edge that is ragged or saw-toothed, would interfere with the side guide register. Very often heavy board has an abundance of loose fibres clinging to the edges of the stack. These should be removed with a stiff scrubbing brush. If this matter is not removed it will cling to the blanket and build up lint to such an extent that the rollers will need washing frequently.

After setting our guides and feeder mechanism we should then set the jiggers and proceed to run blank sheets until the feeder is working properly. Once the press is inked and the plate dampened and rolled up with ink, delays in feeder adjustments may cause damage to the plate. In addition, stopping the press frequently will cause the ink to become waterlogged and result in uneven printing.



YEARS ago when the lithographic process first made satisfactory color reproduction possible the number of colors available was limited to just a few shades. Today this number is virtually unlimited and, too, the quality of today's colors has improved beyond the most optimistic expectations of the lithographic "pioneers".

Sinclair & Valentine Company is proud of the major part it has played in this development of color reproduction in the lithographic field and pledges continued effort in an endeavor to make all lithographers "color happy".

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Mounting the Plate

The time consumed in makeready is a very important factor and it is therefore essential that each move be a positive one because any repetition may be costly. Mounting the plate should be done as precisely as possible to guard against any unnecessary shifting of the plate. It is better to have a system of marks established so that the plate can be mounted to register or at least very close to it. This can be accomplished by setting up a standard set of marks to be placed on each plate and to correspond to similar marks on the press cylinder. The platemaker should place the work on the plate so that it is in the proper position when the register marks are printed in a designated area on the sheet.

The best position for these marks is about five inches from the gripper edge of the sheet and on the very edge of the paper. After getting the lay or position on the first job, the pressman should use a very fine scriber to indicate the position of these marks on the bearer of the plate cylinder. This is best done by placing a straight-edge across the plate in line with the register marks. The next plate should be laid flat, and with the use of the straight-edge, the marks should be scribed from the register mark to the outer edge of the plate. The plate then can be mounted into the front clamps and the proper packing placed under it. The marks on the plate should be lined up with the marks on the bearer before the press is turned and the back end of the plate fastened to the clamp. It is better to fasten only the center clamp on the back end of the plate, then turn the press to the front end and check the position, because it is much easier to swing or shift the plate before all the back clamps are fastened. If this is done carefully it should not be necessary to move the plate after it has been mounted.

While it is general practice to have register marks in several positions on each side, the most important ones, as far as getting proper lay is concerned, are the two in the

front of the sheet about five inches from the gripper. The reason for placing the marks at this distance is that the sheet or the print changes position least at this point from the time of printing the first sheet to the time that the makeready is complete. It will be found that if these marks are brought to register first, disregarding the balance of the sheet until after a dozen or more sheets have been run consecutively, it will speed up the makeready. This is largely due to the first or top sheet being

more distorted or stretched than the succeeding sheets, and also the fact that there is a variance in the print caused by different steps in the makeready. For instance, if the blanket were disturbed for either patching or changing the packing, the first dozen or so sheets will not print or register correctly. Washing the blanket also has an effect on the position of the next sheets printed due to the difference in pull or tack when the grippers take the sheet from the blanket.★

THROUGH THE GLASS

"ALPHABETS Through the Ages" is the title of a lithographed booklet issued recently by The A. B. Hirschfeld Press of Denver. A general history of the development of printing from the earliest pictures and writings to the present time, and also a review of the development of the modern alphabet are contained in the 32 pages.

ml

There's another Phil Shakespeare in New England. He is the new son of Ruth and Phil, born Dec. 7, 1950. Senior is with Kohl & Madden Printing Ink Co.

ml

Southern California graphic arts plant owners and operators are eating at the "printers' table" five days a week at Rodger Young Auditorium, Los Angeles, under a plan arranged by the Los Angeles PIA on a trial basis. A special section of the dining room is reserved for lunch. The association of the representatives of various phases of the industry is leading to improvement of acquaintance, friendship, and knowhow, according to PIA Manager G. Henry Henneberg.

ml

There are getting to be so many different money-raising campaigns, all for worthy causes, that we get a little dizzy. Here are some items concerning graphic arts men active in the campaigns:

Russell Leander, president of Chicago Show Printing Co., has been named a division director of the forthcoming Chicago Red Cross fund campaign, to supervise solicitation of donations from advertising, printing and entertainment companies.

Carl N. Reed, vice president of the Niagara Lithograph Co., Buffalo, N. Y., has been elected to the board of direc-

tors of the Western New York Heart Association.

Albert Hailpurn, executive vice-president and director of sales of Einson-Freeman, Inc. has accepted the chairmanship of the graphic arts division of The Legal Aid Society's 1951 fund raising campaign in New York.

Bertram Wolff, president of the H. Wolff Book Mfg. Co. is chairman of the graphic arts group for the 1951 Red Cross fund campaign of Greater New York. Assisting Mr. Wolff as divisional chairmen for the annual March drive are Anthony J. Math, president of Sinclair and Valentine Co., inks; Charles P. Schmid, president of Trautmann, Bailey & Blampy, lithographers; A. F. Oakes, president of Charles Francis Press, printers; W. E. Seaman, assistant general manager of T. W. & C. B. Sheridan Co., printing machinery and supplies; Louis Siegel, president of Trade Bindery, Inc., trade binders; Mel Springer, president of the Advance Mounting & Die Cutting Co., die cutters; John F. O'Sullivan, president of the O'Sullivan Linotype Composition Co., typographers.

ml

Playing card production in the Chicago area still is going up. From the office of the collector of internal revenue for the district covering 26 northern Illinois counties, comes word that taxes on playing cards yielded \$1,619,479 in 1950, against \$1,138,419 in 1949 and \$792,657 in 1948. John T. Jarecki, the collector, believes the figures also have "social significance." They may indicate, he says, that something other than television, as commonly reputed, is holding people home at nights.

ml

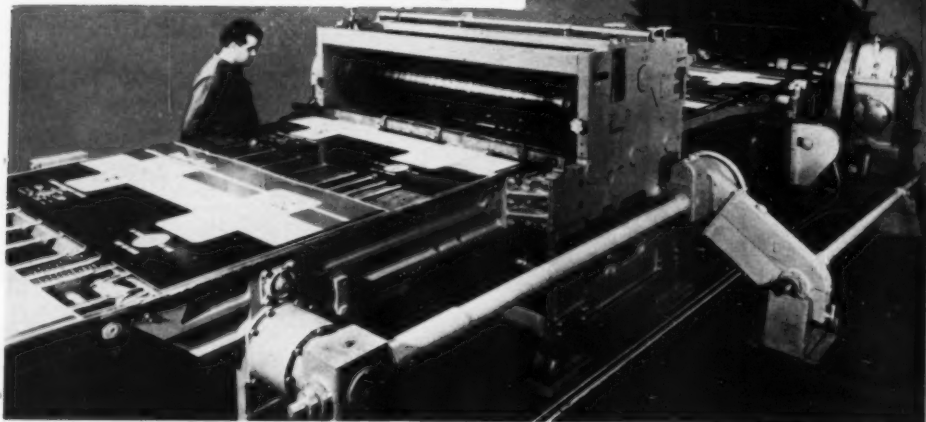
Max J. Palm, Jr., member of the Board of Park Commissioners in Cincinnati since 1947, has been re-appointed for a six-year term by Mayor Albert D. Cash. President of

(Continued on Page 95)

...the GIANTS we build today...

TODAY'S GIANT

This Wagner Coater and oven handle the largest sheets ever lithographed.



...are but the pygmies of the future."

"So it has always been in America. Yesterday's miracles are only tomorrow's relics; and the giants that we build today are but the pygmies of the future. America grows as its industries grow. They move forward and onward together, as they always have and as they always must; because the day on which *either* stops growing, is the day on which *both* will have started to die."

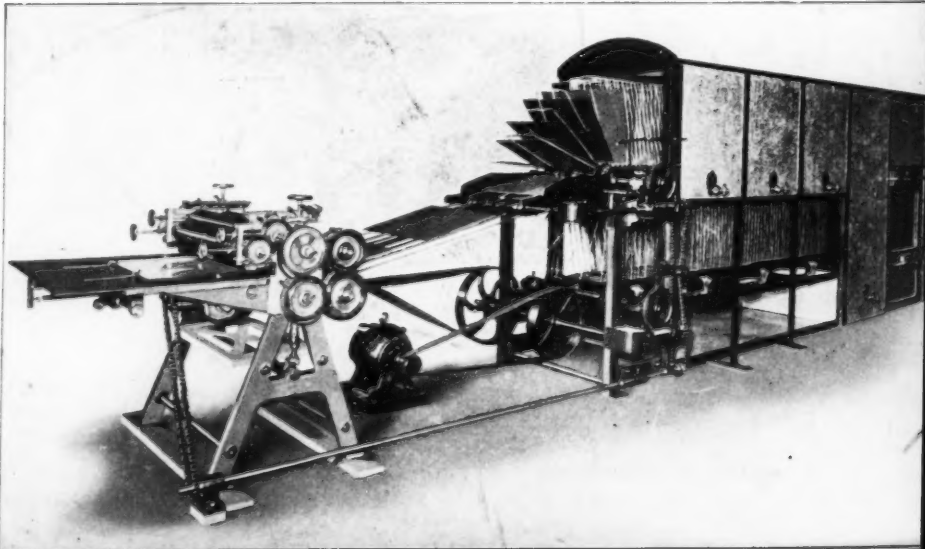
Excerpt from speech by Benjamin F. Fairless, President, United States Steel Corporation, before the California Manufacturers Assn., October 19, 1950.

The quotation at the left is so appropriate when applied to the evolution of metal decorating equipment that we take pleasure in reprinting it on this page. Wagner equipment that set new production standards 50, 25 . . . even 10 years ago would not meet civilian and military needs today. When considering present and future equipment remember that Wagner research and specialization in metal decorating problems guarantee equipment of advanced design and engineering.

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YESTERDAY'S GIANT

This is the type of metal decorating coater and oven built about 1920.



METAL DECORATING

Cost Factors in Metal Lithography

By William M. Leitner

Caspers Tin Plate Co., Chicago*

PART II

WE have discussed the manufacturing departments and mentioned some of the types of expenses that are charged to each. However, for cost control and reduction purposes, we do accumulate our costs by departments and by type of expense. The following is a list of the type of expenses that we use in our chart of accounts:

1. *Indirect Labor*

Straight time wages of all factory employees other than for productive labor, supervision, clerical work, repairs and idle time are charged to this account.

2. *Overtime Premium*

Wages paid to employees in excess of regular rates for overtime premiums are charged to this account.

3. *Idle Time*

Wages paid to productive employees when waiting for work or idle for some other reason are charged to this account.

4. *Maintenance and Repair Labor*

Wages paid employees engaged in repairs to and maintenance of buildings, machinery and equipment are charged to this account when the maintenance order is completed or at the end of the month.

5. *Rework Labor*

This account is charged with the labor cost of remaking plates, making duplicate plates and performing additional manufacturing operations, or reworking productive material.

6. *Vacation and Holiday Pay*

We make monthly provisions for vacation and holiday pay so that our expenses each month for this item are constant. This cost is accumulated in the employee relations department.

7. *Electric Power and Light*

This account is charged with the monthly cost of electric power and light as shown on invoices received from the power company. The invoice is distributed to all departments on the basis of the number of electrical outlets times voltage for the electric light and machine hours times the horse-power of the power units for electric power.

8. *Fuel Expense and Water*

This account is charged with the monthly provision for fuel expense and the actual cost of water as shown on the water bill. This account appears only in the building service department.

9. *Factory and Other General Supplies*

The cost of factory and other general supplies requisitioned from stores and purchases of factory and general supplies not carried in stores are charged to this account.

10. *Gas*

This account is charged with the monthly cost of gas as shown on gas bills received from the utility company. The cost of gas is dis-

tributed to the departments on the basis of usage determined by applying the machine hours to the cubic content of the oven.

11. *Insurance—General*

The monthly write-off of prepaid insurance is charged to this account.

12. *Insurance—Compensation*

This account is charged with the monthly provision for workmen's compensation and liability insurance based on the insurance rate applied to the payroll.

13. *Inventory Adjustments*

This account is charged or credited with any difference between the physical inventory and the perpetual inventory.

14. *Laundry, Porter and Lavatory Supplies*

This account is charged with the cost of laundry, porter and lavatory supplies. All costs are chargeable to the building service department.

15. *Medical Expense and First-Aid Supplies*

The cost of medical examinations and first aid supplies is charged to this account in the employee relations department.

16. *Material Spoilage Expense*

The cost of materials used in performing additional and rework manufacturing operations and the cost of productive materials that have been spoiled in manufacturing as reported on spoilage tickets are charged to this account.

17. *Maintenance and Repair Materials*

* Presented before the annual convention of the National Metal Decorators Assn., Chicago, Sept., 1956.



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located Pitman offices keep you
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Pitman company
LITHOGRAPHIC EQUIPMENT AND SUPPLY DIVISION

The cost of maintenance and repair materials is charged to this account when the maintenance order is completed or at the end of the month.

18. *Roller and Roller Maintenance Material and Expenses*

The cost of coating rollers recovered and the cost of press rollers reground are charged to this account.

19. *Research and Experimental Material and Expenses*

The cost of materials and expense incurred in performing research and experimental work is charged to this account.

20. *Travelling Expense*

Travelling expense applicable to plant operations is charged to this account.

21. *Telephone and Telegraph*

The cost of toll calls is charged to this account in the department making the toll call. The cost of telephone equipment and local messages is also charged to this account and is pro-rated to departments on the basis of equipment installed and estimated usage.

22. *Dues and Subscriptions*

The cost of dues paid to professional or trade organizations and the cost of subscriptions for professional or trade periodicals are charged to this account.

23. *Employees' Relations and Welfare*

Cost incurred in improving employer-employee relations, personnel fees paid, and the cost of "help wanted" advertising are charged to this account in the employee relations department.

24. *Group Life Insurance*

The premium cost of group life insurance for employees is charged to this account in the employee relations department.

25. *Social Security Taxes*

The monthly provision for old age benefit, and State and Federal unemployment compensation taxes is charged to this account.

26. *Parcel Post and Sales Tax*

The cost of parcel post and State sales tax billed by vendors on purchase of stores items is charged to

this account in the receiving, stores and purchasing department.

27. *Scavenger Service*

Accounts billed by scavenger companies for removing rubbish and charges made for burning out paint containers are charged to this account.

28. *Clerical Salaries*

Accounts paid to employees performing clerical duties are charged to this account.

29. *Supervision*

Salaries paid to foremen and department supervisors are charged to this account.

30. *Depreciation*

This account is charged with the monthly provision for depreciation.

31. *Rent Expense*

Rent incurred for the use of equipment or the premises is charged to this account.

32. *Property and Other Taxes*

Real Estate and Personal Property Tax accruals and other taxes are charged to this account.

33. *Watchmen Expense*

The cost of outside watchmen service is charged to this account in the building service department.

You will notice from the list of accounts shown above that there is no miscellaneous expense account. We feel that the name of each account should describe accurately the items that are included, thus eliminating any need for requests for breakdown on miscellaneous accounts.

The accounts shown above do not appear in all departments. For example, watchmen service appears only in the building service department. We have a separate set of cost figures for the shipping department so that we can determine the cost of packing and shipping completed products to our customers. The accounts listed above are also used to analyze the shipping department costs.

We have a sales department which, because of the nature of the lithographing company, performs more service functions than they do selling. This phase of the business must be considered in determining

the cost of services to our customers. We cannot determine accurately the extent of the sales expenses incurred for each customer or operation or job; but we do maintain a record of the different types of sales expenses incurred in the sales department. In addition to some of the accounts mentioned above, we have accounts to record the cost of advertising, entertainment, auto expense, stationery and office supplies, sales promotion expense and sales salaries.

The cost of the administration department and the general accounting department is charged to the sixth and final cost factor entitled "General and Administrative." Accurate cost information also is computed for this department. We have separate accounts for items of expense as described above and also have accounts to accumulate the costs of bad debts, credit and collection expense, charitable contributions, professional services, postage, director's fees and officers' salaries. General and administrative expenses are just as important as a cost factor as are any of the previous five discussed. We cannot charge any one job with a portion of the general and administrative expense, but we can recover these costs by including them in our mark-up of costs.★★

(Next month Mr. Leitner will discuss in more detail the problems of cost application to specific operations and jobs and methods of accounting in handling these problems of labor and materials costs).

Enters Metal Decorating

Benjamin Wolff & Co., Chicago metal warehousing firm, has announced the installation of facilities for metal decorating, coating and process waxing in the plant at 5800 S. Seeley Ave.

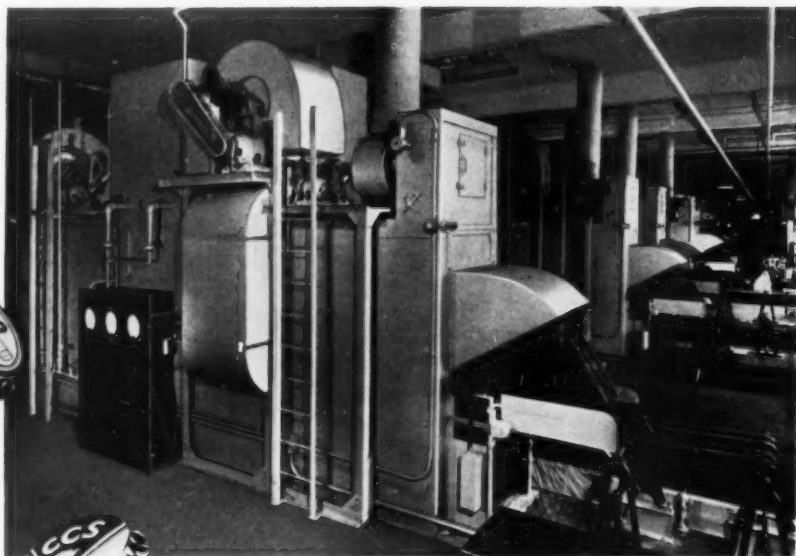
The lithographing line is 116½ feet long, with a 90-foot baking oven and includes a Dexter feeder, a Hoe press and a Rutherford coater, all new. In combination this line handles a maximum size sheet of 34 by 36 inches, with a maximum design area of 33¾ by 35¾ inches, at a speed

CROWN CORK & SEAL COMPANY



modernizes Lithographing Department with

high-speed **OVENS** built by **YOUNG BROTHERS CO.**



The first of a series of lithographing ovens now being installed in Baltimore plant of Crown Cork & Seal Company by Young Brothers Company.

Crown Cork & Seal Company, originator and world's largest manufacturer of bottle closures, has selected Young Brothers to build ovens for the new Lithographing Department in its Baltimore plant.

Here is another leading manufacturer who has proved that it pays to install ovens built by oven specialists.

In keeping with Crown Cork & Seal tradition, this company purchased the finest oven equipment and the best engineering service available.

For faster production, maximum operating economies, and experienced engineering and manufacturing service, have your oven built by oven specialists.

OVER 50 YEARS OF EXPERIENCE IN THE HIGHLY SPECIALIZED FIELD OF OVEN ENGINEERING

YOUNG BROTHERS COMPANY

1839 COLUMBUS ROAD

CLEVELAND 13, OHIO



Established 1896

of 85 sheets per minute or 5,100 an hour.

The coating line is 134 feet long with a 110-foot oven and is headed by a Dexter feeder and a Wagner coater. Both oven units have six heating zones, thermostatically controlled to range from 250° to 450°. Sheets are brought up to temperature in approximately two minutes. For those who want the service, Wolff also operates a Grammer process waxer.

With the new equipment, Mert Morrow, production superintendent said, the company is able to handle all types of color, line or halftone work. Quality standards are maintained by a series of inspections to test viscosity and adherence of coating to the sheet.

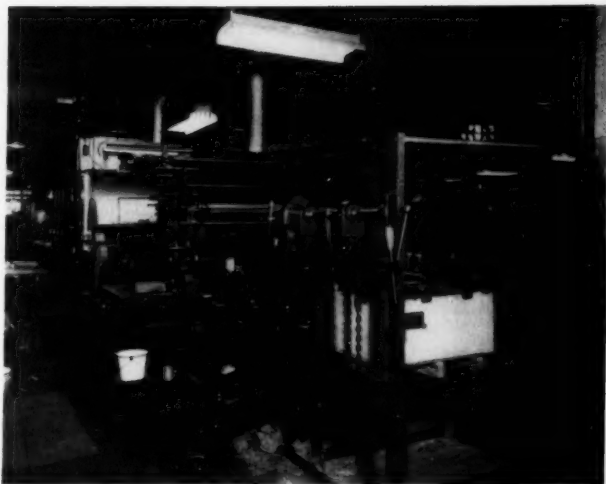
The company, which is a tin plate and black plate distributor of many years' standing, is now in position to give customers everything they require from sheets to finished multi-colored work, under one roof and with an undivided responsibility behind it, Mr. Morrow said. Opening of the new lithographing facilities was witnessed by a well attended party of interested fabricators.

• **Owens-Ill. Orders Oven**

An order for a gas fired lithographing oven has been placed by Owens-Illinois Glass Co. with the J. O. Ross Engineering Corp., New York. The oven, a duplicate of one delivered by Ross to the company two years ago, will be installed, Glassboro, N.J.

• **Sign Labor Pact in N. Y.**

Metal decorators and can companies in the New York area concluded an agreement last month with Local 1, Amalgamated Lithographers of America (CIO) providing for a wage increase of approximately 8¼ cents per hour (\$3. per week) retroactive to December 18, and with an escalator clause tied to the Cost of Living Index of the Bureau of Labor Statistics. The agreement followed the pattern of that concluded in December between the ALA and the Metropolitan Lithographers Assn. (Full details, *ML*, Jan., Page 26). Future adjustments are to be made at the rate of \$1. per week for each



Parker Adds Press. Oven

A new production line, replacing older equipment, was placed in operation at the beginning of the year at the Baltimore plant of Parker Metal Decorating

Co. A Hoe single-color 29x36" offset press, and a Wagner oven are the new units in the line. A Wagner coater, also in the line, was already in operation with the other equipment. The plant now operates five lines of metal decorating equipment.

change of two points in the index.

Those signing up included the Brooklyn Metal Decorating Assn., consisting of Tinplate Lithographing Co., Inc.; Brooklyn Metal Decorating Co., Inc.; The Burdick Co., Brooklyn Metal Decorating Co., and Metal Litho Corp., and the following individual firms: American Can Co., Continental Can Co., National Can Co., Advance Metal Lithographing, and others.

• **Frank's Son Joins Balto. Co.**

George A. Frank, president, Sheet Metal Coating & Litho Co., Baltimore, announced in January that his son, George R. Frank, is now associated with the company. The younger Mr. Frank is now in expediting, scheduling and outside sales contact work. He came to the Baltimore firm after several months work in the litho scheduling and planning department of Crown Can Co., Philadelphia. He was graduated last June from Loyola College, Baltimore, and had worked at the Sheer Metal Co. as a press and coater operator, and stock handler previously.

Ill. Firm Expanding

Nesco, Inc., manufacturers of galvanized housewares, has launched a two-year repair and rehabilitation program at its Granite City, Ill., plant which will involve more than a quarter million dollars worth of work. Provision has been made for expanding facilities for lithographing a new line of kitchenware whose production was started in the third quarter of 1950. Other features of the improvement plans include a new cafeteria, new locker rooms and new plumbing. About one-third of the changes will be completed early in 1951, Wm. Howlett, executive vice president announced. The Granite City plant, one of five operated by Nesco, he said, is currently running on a full schedule to meet demand for the newly introduced line of lithographed products.

National headquarters of Nesco were moved in January from Milwaukee, Wis., to Chicago, where executive offices and a sales showroom, with 7,870 sq. ft. of floor space have been established at 201 N. Michigan Ave. Manufacturing work,

The DAWN of a NEW DAY



for Lithographers

Fourteen years ago Aquatex and Dampabase brought "the dawn of a new day" to lithographers who still enjoy the advantages of:

- LONGER WEARING DAMPENER COVERS
- CREATING BETTER IMPRESSIONS
- LESS PRODUCTION DIFFICULTIES
- BETTER DAMPENING CONTROL
- RESULTING IN GREATER PROFITS

Cover your dampening rollers with Aquatex and Dampabase and you too will experience "the dawn of a new day."

*They're Better
because
They're
Seamless*

Aquatex and Dampabase are the only dampener roller coverings having two way stretch which assures perfect fit at all times under all conditions—standard equipment with many lithographers throughout the world for over fourteen years.

A size for every press can be purchased from leading lithographic supply houses throughout the world.

*A
Size for
Every
Press*

GODFREY ROLLER COMPANY

Roller Makers for 86 Years

211-21 NORTH CAMAC STREET

PHILADELPHIA 7, PA.

with engineering and accounting offices, will be continued at Milwaukee, Mr. Howlett said.

Green Duck Co. Moves

Green Duck Metal Stamping Co., Chicago, has moved its operation from 1800 W. Roscoe St. to the building at 1520 W. Montana St., recently purchased from the Etching Co. of America, following merger of this latter company with the Chicago Thrift Co. The new, one-story location contains approximately 30,000 sq. ft. of space, J. B. Bond, president of Green Duck, said, this being about 10 percent larger than the old site. Since all operations will now be conducted on one floor level, he expected that the move would effect considerable manufacturing economies. Green Duck Metal Stamping Co., which was founded in 1905, makes use of the lithographing process, Mr. Bond said, for decorating its products of metal, plastic and other materials, including campaign buttons, name plates, tags, convention badges, and advertising specialties of many sorts.

Sheet Metal Acquires Building

The Sheet Metal Coating & Lithographing Co., Baltimore, recently acquired the one story building in the 1300 block of Wicomico St., formerly housing a foundry unit of the Standard Gas Equipment Corp. The new building contains about 17,000 square feet of floor area, somewhat larger than the present building. Operations will be continued in the old location with expanded operations being carried on in the new location, it was indicated. George A. (Buck) Frank, is president of the firm.

Parker Honors Employees

Two men who have been associated with Parker Metal Decorating Co., Baltimore, since its founding in 1919 were honored by the company recently, Winslow H. Parker, president, announced. To mark their 31 year records, Bayard T. Fleming, superintendent of the photo and transfer department, and Clement V. Abbott, vice president and general superintendent, were awarded watches.

Chicago Companies Merge

Dodge Mfg. Co., Mishawauka, Ind., has announced a merger of its Chicago affiliate, Etching Company of America, with the Chicago Thrift Co. Effective since Jan. 1, the new company will be known as Chicago Thrift-Etching Corp. Both companies have been engaged in production of etched metal products and metal decorating by the lithographing process. Products include name plates, dials, scales, instrument panels, etc. Operations are to be continued in the plant of Chicago Thrift Co., 1555 N. Sheffield Ave., Chicago, under the management of Lloyd Lamm, vice president, a spokesman stated.

Quartermaster States Problems

Problems of coatings for various containers for wartime utility and camouflage were outlined recently by R. Paul Schreiber of the military planning division, Office of the Quartermaster Corps, Washington. In a talk before the Chemical Specialties Manufacturers Assn., Mr. Schreiber said:

"In the field of protective coatings we have two important problems. One is to provide a coating system for food cans—perhaps eventually interior and exterior, which will permit us to use cans made from black plate rather than tin plate. With tin supplies short and the demand for canned rations as well as civilian food becoming greater, the work in this field is being expedited. Exterior corrosion protection as well as camouflage are needed even now. The problem is to develop a rapid drying, tough corrosion resistant coating of good camouflage properties. Industry always questions the need for camouflage. One air trip over combat areas will convince anyone.

"The second problem is an interior coating for gasoline cans, for example the five gallon can with which you are familiar. Here the need is for a coating which will be unaffected by water or gasoline and will be sufficiently flexible and tough under climatic extremes, so that rough handling, dunting and subsequent re-

claiming will not damage it. Because it must be applied after the can is fabricated, the problem becomes a little more difficult, since it would appear that only a slush type coating composition can be used."

Reports on Rheem Co.

The Sparrows Point plant (Baltimore) of the Rheem Manufacturing Co., was the subject of an article in a recent issue of *Baltimore*, published by that city's Chamber of Commerce. The plant was completed there in 1940 and occupied one building, employing about 100 men. Since that time it has expanded greatly, adding other buildings, and now employs 1,000. Equipment currently is being installed to lithograph 55 gallon steel drums, as in other plants of the company.

Study Container Situation

The problem of obtaining sufficient steel to manufacture steel shipping containers for defense and essential civilian needs was discussed at a meeting in January of NPA officials and representatives of the steel container industry.

Industry spokesmen told NPA that some container manufacturers had already been forced to cut plant operations and some smaller plants may be forced to shut down entirely unless sufficient steel is made available, according to an NPA release.

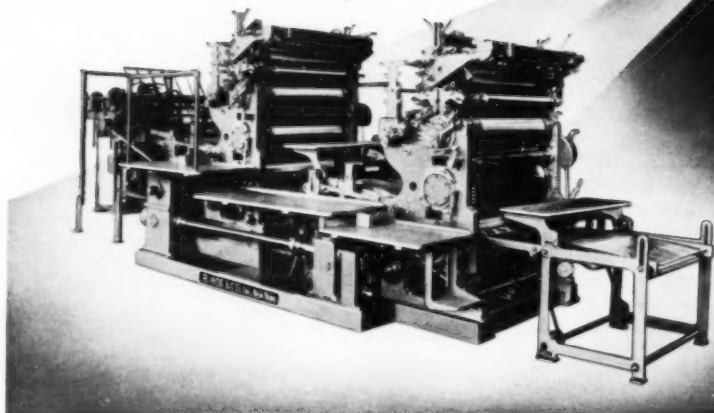
NPA officials pointed out that persons holding defense orders were entitled to material necessary to fill the orders and NPA would aid in finding steel for such orders.

However, NPA officials said, an end use limitation order on steel shipping containers may be necessary to assure that defense and essential civilian needs are met. Industry members asked NPA to consider establishment of a pattern of essentiality before issuing such a limitation order.

Industry members also recommended establishment of a steel allocation program to meet increased defense rated orders and essential civilian need.

Appointment of a task group to study the immediate and urgent prob-

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MODERN LITHOGRAPHY, February, 1951

lems facing the industry was made by Charles Lewis of NPA's Container and Packaging Division, upon recommendation by industry members. Mr. Lewis presided at the meeting. Task group members, who will report their recommendations to NPA are: Harold P. Finney, Cleveland Steel Co., Cleveland, O.; H. W. Lees, J and L Steel Barrel Co., St. Louis, Mo.; Verne McCarthy, Vulcan Stamping and Manufacturing Co., Bellewood,

Ill.; L. F. McKay, Ohio Corrugating Co., Warren, O.; and, Frank Wahlstrom, Southern States Iron Roofing Co., Savannah, O.

In addition to industry members appointed to the task group, others attending the meeting were: C. V. Coons, Rheem Manufacturing Co., New York, N. Y.; W. B. Kiplinger, Steel Shipping Container Inc., New York, N. Y.; and O. S. Whitherall, Central Can Co., Inc., Chicago.

NPA Issues Five Orders Restricting Tin Products

THE National Production Authority issued five orders Jan. 27 which permit the use of tin only in certain products, and limit its use in others. Some of the tin conservation provisions are effective immediately, and others not until March 1. NPA emphasized, however, that there are no restrictions under the new order on the packaging of perishable foods. The action supersedes and amends the basic tin order, M-8, issued Nov. 13 and amended Dec. 18.

The new regulations provide that:

1. Pig tin, secondary tin and certain tin-bearing products may be used only for specified purposes in manufacturing, processing and construction, effective March 1. Uses not specifically set forth in the order are prohibited. The previous provision, reducing users of tin during February and March to 80 percent of their average use of both primary and secondary tin during the first six months of 1950, has been removed with respect to secondary tin, but is retained for pig tin.

2. Effective immediately, certification is required for all non-defense use of tin plate and terneplate. The maximum permitted coating of tin or terne metal for various purposes is specified, and tin plate, terneplate and reconditioned tin plate and terneplate may be used only for specified purposes.

3. Effective immediately, tin coating on all cans is reduced wherever possible. There are no restrictions on the packing of perishable foods. All fruits, vegetables, fish and milk that fall in this category as indicated by Schedule I will be allowed an unlimited pack.

4. Effective immediately, the amount of tin permitted in bottle caps and jar lids, including lids used in home canning, is limited. The tin coating on all such lids and caps is reduced for all products that may use a lower tin content. There are no restrictions on the number of closures that may be used.

5. Effective immediately, the use of tin in the manufacture of collapsible tubes is limited, the amount varying according to the products packaged. Use of aluminum in making collapsible tubes is permitted up to 90 percent of the average monthly use from Aug. 1 through Nov. 30, 1950.

Following is a brief summary of each order:

M-8 Amended: Except upon specific direction of NPA no person is permitted, after March 1, to use pig tin, tin alloys or other materials containing tin for the following purposes (List A):

Advertising specialties; art objects; Britannia metal, pewter metal, or other similar tin bearing alloys; buckles; buttons; chimes and bells; coated paper; emblems and insignia; fasteners as follows—book match clips and staples, paper clips, spiral binders, office staples, and paper fasteners; jewelry; novelty souvenirs and trophies; ornaments and ornamental fittings; hollowware; plating and coating for decorative purposes; powder for decorative purposes; refrigerator trays or shelves (all types); seals and labels; slot, game and vending machines; tin oxide (except for certain purposes); toys and games; and zinc galvanizing; and all other ornamental and decorative purposes.

All uses of tin not expressly authorized by NPA are prohibited and certification is required with all deliveries.

The order permits the completion of the prohibited items, if they were in the process of manufacture on or before March 1, and completed prior to May 1, 1951.

M-24, Tin Plate and Terneplate: The order covers "specialty items" (listed in Schedule A of the order) including kitchen equipment, food preparation and cooking equipment, dairy pails and equipment, roofing, gutters, downspouts and fittings, roof flashing and fire doors, for which tin plate and terneplate may be used. It specifies the maximum coating of tin or terne metal permitted in each case, and requires a certification of use by the purchaser prior to sale. It permits the use only of secondary tin in the manufacture of terne metal.

Tin plate and terneplate and reconditioned tin plate and terneplate may be used only for the purposes set forth in Schedule A, subject to the limitations, restrictions and conditions specified in the Schedule.

The small manufacturer whose annual consumption of tin plate and terneplate is 100 base boxes or less may continue his present operation, if the items produced are not on the prohibited list (List A of M-8). Items on this list may be completed if they were in process of manufacture on or before March 1 and completed not later than April 30, 1951.

M-25—Cans. As outlined above (3). **M-26—Tin Plate Closures,** as outlined above (4). **M-27—Collapsible Tubes,** as outlined above (5).

IPI Changes in California

International Printing Ink operations in California recently have been transferred to Interchemical Corporation and will become a part of the IPI Division. These activities formerly were conducted by the International Printing Ink Corp., Ltd., an Interchemical subsidiary. Paul N. Baxter, in charge of Coast operations, has been appointed divisional vice president of IPI and manager of the Pacific district. He will be located in San Francisco. Ernest A. Green is manager of the Los Angeles branch. Other Pacific Branch Managers remain: A. Reese, Portland; Gordon L. Smith, Seattle. Manufacturing operations will continue as before at the Oakland and Los Angeles plants. Luke F. McGuff, formerly with the Chicago factory, will be factory manager located in the Oakland plant, and R. E. Carlson continues as manager of the Los Angeles factory.

The new arrangement is said to give the Pacific District closer contact with national IPI operations and with the research, development and manufacturing facilities, not only of IPI, but of Interchemical Corporation.

Mr. McGuff who has been appointed manager of the IPI Oakland factory, started in the ink business with Ault & Wilborg Company in Cincinnati in 1906. After his return from service in World War I he went to the IPI Chicago factory where for many years he supervised colored ink manufacturing.

Canco Studies Tin Substitute

American Can Co., in cooperation with some 20 supply firms, currently is conducting research to develop procedures for maintaining production of cans and containers without the use of tin. W. C. Stolk, executive vice president of the can company, announced Jan. 31. Indications are that tinless metal cans may be produced at speeds comparable to those now attained. Other achievements he reported include tin-free solder, and the manufacture of a plastic cement to replace tin solders in cans for oil and anti-freeze.



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NAPL to Buffalo, Sept. 5-8

The annual convention of the National Assn. of Photo-Lithographers is to be held in the Statler Hotel, Buffalo, N. Y., Wednesday, Thursday, Friday and Saturday, September 5, 6, 7, and 8, it was announced late in January by Walter E. Soderstrom, executive vice president of the association. The exhibits of supplies and equipment will be held in the large exhibit hall on the hotel's 17th floor, he said, adding that this is one of the few hotels in the U. S. with such a specially planned exhibit area.

The banquet will be held on Friday evening this year, rather than on Saturday as was the case in 1950, he said.

The NAPL offices are located at 317 West 45th St., New York 19, N. Y.

Printing & Publishing Div.

A Printing & Publishing Div., reminiscent of that set up in the War Production Board in World War II, was established last month in Washington by the National Production Authority. John V. McCarthy, an executive of the Dept. of Commerce, is temporarily in charge of the division. He was the industry representative in the department before the NPA. Executives from the industry are expected to be appointed to operate the new division which will have charge of regulatory orders during the emergency. An Industry Advisory Committee is being formed.

Maxwell Returns

W. Floyd Maxwell, executive director of the Lithographers National Assn., returned to the New York offices about Feb. 1 after a period of several months taken for medical care. Mr. Maxwell spent the time in New England and Florida, and returns feeling up to par, he reports.



Hilperts Directs Metro. Assn.

E. Ames Hilperts (above) was appointed executive director of the Metropolitan Lithographers Association, Inc. (New York area) at a meeting of the Board of Directors Jan. 30, according to William M. Winship, Jr., President. Mr. Hilperts succeeds Walter E. Soderstrom, who resigned as Executive Director in order to devote full time to his duties as executive vice-president of the National Association of Photo-Lithographers.

Mr. Hilperts is a graduate of New York University, School of Commerce, Accounts and Finance and of the Fordham University School of Law. He is a certified public accountant in New York. For the past nine months, Mr. Hilperts has been acting executive director of the MLA. Prior to that time, he was associated with the National Association of Photo-Lithographers in the handling of cost accounting and related matters. He is the author of numerous lithographic accounting articles, a co-author with Walter E. Soderstrom of a treatise on building hourly cost rates for the lithographic industry, and a speaker at the recent convention of the NAPL.

The Metropolitan Lithographers Association, Inc. includes many lithographic firms in the New York area and negotiates the master lithographic labor contract of the area with Local No. 1, Amalgamated Lithographers of America. The office of the Association is at 317 West 45th Street, New York 19, N. Y.

Donnelley Adds Four-Color

A four-color Harris 50x72" offset press was installed recently at the Chicago plant of R. R. Donnelley & Sons Co.

Changes in S. F. Co.

One of San Francisco's leading printing and lithographing firms was broken up recently when Gilbert & Kroff was dissolved by mutual agreement. Harry Gilbert bought out the interests of his former partner Sid Kroff, who left early in January for a combined business and pleasure trip to Europe.

Edgar DeLue, formerly with the Milprint Co., has joined Gilbert in the establishment of Gilbert & DeLue at the old address, 1351 Post St.

Heads Columbus Assn.

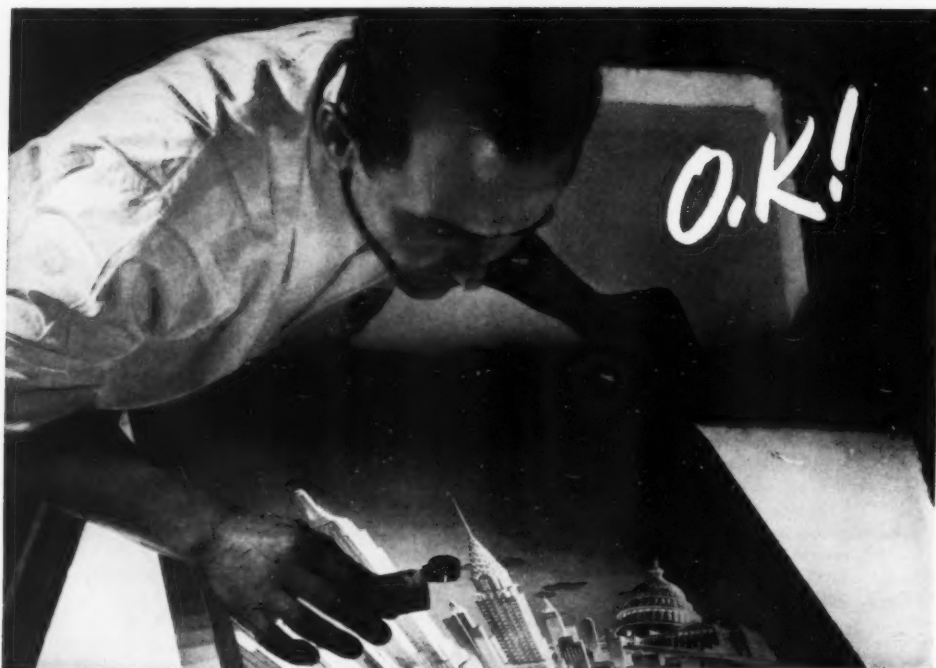
Walter F. Heer, Jr., secretary of the F. J. Heer Printing Co., Columbus, Ohio, lithographers, has been reelected president of the Printing Arts Association of Columbus, it was announced following the annual meeting of the board of directors Jan. 2. Another lithographer, Robert Kelley, president of the Columbus Bank Note Co., was named vice president.

Corporate Change at Poster Co.

The Litho Poster Corp. of America, 460 W. 34th St., New York, formerly a subsidiary of National Screen Service Corp., has now been merged with the parent company, and the lithographing operations will be carried on at the same location by the newly formed Litho-Posters of America, a division of National Screen Service. The plant formerly was owned by Tooker Lithograph Co.

Toledo Firm Moves

Litho Press, in business for the past two years in Toledo, Ohio, has moved from 3 Erie St. to larger quarters at 1318 Adams St., according to an announcement by Paul Whartenby, owner of the firm.



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Palm. Fechteler Honors Employee

In recognition of his more than 25 years service with Palm, Fechteler & Co., d'calcomania firm, Charles Breling, staff artist (second from left), receives a gold watch from Alfonso Bihl, company president, while Edwin G. Mettler, vice president in charge of production (extreme left), and Rudolph Pavlovic, art director (extreme right), look on. Breling is 48th employee to be honored for a quarter century of service. Palm, Fechteler also numbers among



its 200 employees 100 who have been with firm more than 10 years and eight who have been with the firm for more than 40 years. Mr. Bihl also completed 40 years with the company recently, having started in 1910 as an apprentice.

Plan ATF Name Change

Thomas Roy Jones, president of ATF Inc., parent company of five subsidiaries including American Type Founders, has asked stockholders to approve a change in the name of the parent company to Daystrom, Inc. A special meeting was to be held February 5 in the company's Elizabeth, N. J., offices.

Mr. Jones pointed out that the change of name would enable the company to benefit from the advertising of Daystrom consumer products to millions of people. This subsidiary ranks as the world's largest manufacturer of chromed tubular steel furniture, he said.

It was also announced that under the new plan, the American Type Founders and American Type Founders Sales Corporation, one of the country's largest manufacturers and suppliers of graphic arts equipment, would continue to operate under their present names. American Type Founders has plants in Elizabeth, N. J., Brooklyn and Mt. Vernon, N. Y.

Report Commie Litho Interests

A report asserting that communist party funds are invested in several commercial enterprises, including printing and lithographing establishments, to make a profit for the party, is contained in the Jan. 23 issue of *The Reporter*, a magazine of international affairs published in New York. Under the title "U. S. Communism: Its Underground Plans and

Its Secret Business Empire," the article states that a man, Welwel Warszower of Russia, now using the name, Robert William Weiner, is head of the business enterprises. It states "Weiner's money-making techniques are borrowed from the free-enterprise system that the party despises. He has set up a group of regular commercial enterprises, mostly in the Northeastern states. As far as is known, these have included a doll factory, a sponge company, shoulder-pad factory and a paint factory, a tool-and-die plant, a string of export-import houses . . . stationery and supply stores (including a large one in New York), lithographers, a steel-processing plant, printers, a record company (etc.) . . . Many of them are small . . . Often they stay in business briefly, and then reorganize under another name." None of the companies was named.

Plan Paper Box Meeting

The National Paper Box Manufacturers Association is to hold its 33rd annual convention in Atlantic City June 3-6.

Student Membership Plan

New York Section, Technical Division, Photographic Society of America, New York, has announced a student membership plan, whereby students of photography, science, and photomechanics may join the New York Section for half the five dollar yearly membership fee. The main

purpose of this plan, it was announced, is to allow students to secure the latest information reported by research laboratories and production operations in the field while they are still at their studies.

Monthly issues of *Photonologist*, official publication of the New York Section, are posted at the schools whose students participate in the plan rather than mailed to individuals as in the case of regular membership. Applications may be secured from the executive secretary, Miss Jane E. Waters, c/o Pavelle Color, Inc., 533 W. 57th Street, New York 19.

Packaging Show to be Larger

The 20th annual National Packaging Exposition, to be held April 17-20 at the Auditorium in Atlantic City, N. J., will be about 25 per cent larger than last year's show, the American Management Association, sponsor of the event, has announced. At the same time the association announced plans for its annual conference on Packaging, Packing and Shipping, which will be held at the Auditorium during the first two and a half days of the show.

Fifteen per cent more exhibit space than the total of all the space in the 1950 show has already been contracted for it was reported, and the number of exhibitors—235 firms—is already about equal to the total last year.

Conference sessions will be held from 9:30 to 12 noon and from 2:00 to 4:30 on April 17 and 18, and from 9:30 to 12 noon on April 19. Featured will be a panel session at which representatives of the Army, the Navy, and the Air Force will discuss government specifications for packaging, and answer questions from the floor. Reports on new technical advances in packaging and on the probable effect of government demands on the availability of the various types of packaging materials, will be given also. In addition, representatives of various companies will present case histories of their packaging problems.

The American Management Assn. is located at 330 W. 42 St., New York 18, N. Y.

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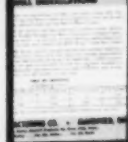
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Named IPI Vice President



Edward Kuhn (above) was appointed a divisional vice president of International Printing Ink Division, Interchemical Corporation, the corporation has announced. Mr. Kuhn has been sales manager of the IPI southern district since 1947 with headquarters in Cincinnati. He will continue in this capacity with expanded responsibilities. He began his career in the ink business in 1923 with the Standard Printing Ink Co. of Cincinnati and served 13 years as a sales executive for that firm. In 1936 Standard was acquired by IPI and Mr. Kuhn took over direction of sales in the IPI Southern District formed at that time.

Heads Gunthorp-Warren Co.

Directors of Gunthorp-Warren Printing Co., Chicago, have elected John T. Moran to the position of president, a post which has been vacant since the death of Walter J. Gunthorp in November. Mr. Moran started with the firm as office boy 34 years ago. He recently held the post of vice president and general manager. One of his first tasks will be to supervise removal of the company about April 1 from its Jackson Boulevard location to the building at Randolph St. and Wacker Drive, which was purchased by Gunthorp-Warren three years ago. Here facilities will be considerably expanded in some 80,000 sq. ft. of space which the company will occupy.

Name Judges for Chicago Show

Judges who will select the winners in the 24th annual exhibition of "Design in Chicago Printing" have been announced as follows: Howard Guernsey, president, Whitaker-Guernsey Studios; Hans Schlager,

head of the visual design Dept., The Institute of Design, of Illinois Institute of Technology, and Willard Grayson Smyth, art director, Consolidated Book Publishers and Art Institute instructor. The exhibition, sponsored by the Society of Typographic Arts, will be staged at the Art Institute of Chicago, March 17 to April 15. Certificates of Award, highest honor of the show, will this year be presented to all concerned in production of winning pieces, including lithographers and printers, as well as client, art director, artist, illustrator and typographer.

Colson Gives Workers Stock

The U. O. Colson Co., Paris, Ill., manufacturers of calendars and advertising novelties, has made its 500 employees co-partners in the enterprise by the gift from the Colson family of \$175,300 of company stock. Distribution was made early this year on the basis of number of years service of each worker. Members of the 20-Year Club received a minimum of \$2,500 in stock and several employees received \$3,000 worth, while even those who had been with the company less than a month, received \$100 stock certificates.

The occasion for the gift was the 90th birthday of Mrs. U. O. Colson, one of the founders. Other features of the company's employer-employee relations program include polio insurance, college scholarships for employees' children and a spot for workers' cars in a private parking lot, with the employees name on it, plus the services of a man to roll up windows in case of rain or to scrape the snow from windshields.

Materials Handling Show

The National Materials Handling Exposition and conference, to be held at the International Amphitheatre, Chicago, April 30 to May 4, will include consideration of printing materials handling problems, according to the sponsor. The exposition is being handled by Clapp & Poliak, 341 Madison Ave., New York, for the Material Handling Institute.

Deviny at Albany

Observance of Printing Week in Albany, NY, was highlighted by a dinner in Hotel Ten Eyck, addressed by John J. Deviny, Public Printer of the United States.

Guests included a large number of printing executives and civic officials from Eastern New York. Thomas Peters, president of the East Central New York Section, Printing Industry Association, and Richard G. Thelen, president of the Albany Capital District Club of Printing House Craftsmen, presided.

In another Albany gathering Mr. Deviny stated that the Government Printing Office does not plan any expansion of its 7,000-man force despite the current national emergency. He was addressing a joint meeting of the Capital District Club of Printing House Craftsmen and the Printing Industry Association of East Central New York.

For additional work, Mr. Deviny said, the government will rely on the private printing industry.

To Expand Into Offset

Nelmar Pencil Co., Chicago, has added facilities for silk screen printing on flat work and is contemplating a further expansion into offset printing, Arthur Preglow, proprietor, announced, recently. The company features wood advertising pencils and other specialties for the jobber trade. When the offset equipment is added, Mr. Preglow said, it will be used to produce a projected new line of letterheads, order blanks and other stationery items, adapted to that process. Also being studied, he said, is a proposal to develop a plastic binding service for printers who don't care to handle this type of work.

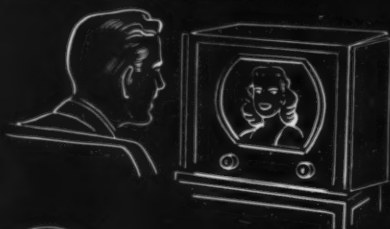
A. R. Quaintance Dies

Arthur Ralph Quaintance, 54, head of the A. R. Quaintance Co., Chicago printing machinery firm, died of a heart attack, Jan. 12. Through his activities in the Supplymen's Guild and other groups, he was widely known in the industry.

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	The Charlotte Paper Co.
Chattanooga, Tenn.	Bond-Sanders Paper Co.
Chicago, Ill.	Birmingham & Prosser Co.
	Bradner, Smith & Co.
	The Whitaker Paper Co.
Cincinnati, Ohio	The Johnston Paper Co.
	The Whitaker Paper Co.
	The Cleveland Paper Co.
Cleveland, Ohio	Scioto Paper Co.
Columbus, Ohio	Cincinnati Cordage Co.
Dayton, Ohio	The Whitaker Paper Co.
Des Moines, Iowa	Birmingham & Prosser Co.
Detroit, Mich.	Chope Stevens Paper Co.
Fresno, Calif.	Blake, Moffitt & Towne
Hartford, Conn.	Green & Low Paper Co., Inc.
Indianapolis, Ind.	MacCollum Paper Co.
Jacksonville, Fla.	Jacksonville Paper Co.
Kalamazoo, Mich.	Birmingham & Prosser Co.
Kansas City, Mo.	Birmingham & Prosser Co.
Knoxville, Tenn.	Louisville Paper Co.
Lincoln, Neb.	Western Newspaper Union
Little Rock, Ark.	Roach Paper Co.
Long Beach, Calif.	Blake, Moffitt & Towne
Los Angeles, Calif.	Blake, Moffitt & Towne
Louisville, Ky.	Louisville Paper Co.
Lynchburg, Va.	Caskie Paper Co., Inc.
Manchester, N. H.	C. H. Robinson Co.
Memphis, Tenn.	Louisville Paper Co.
Miami, Fla.	Everglades Paper Co.
Milwaukee, Wis.	Allman-Christiansen Paper Co.
	Sensenbrenner Paper Co.
Minneapolis, Minn.	Wilcox-Mosher-Leffholm Co.
Nashville, Tenn.	Bond-Sanders Paper Co.
Newark, N. J.	Bulkley, Duntun & Co., Inc.
New Haven, Conn.	Bulkley, Duntun & Co., Inc.
New York, N. Y.	Baldwin Paper Co., Inc.
	Bulkley, Duntun & Co., Inc.
	Green & Low Paper Co., Inc.
	Miller & Wright Paper Co.
	The Whitaker Paper Co.
	Blake, Moffitt & Towne
Oakland, Calif.	Western Paper Co.
Omaha, Neb.	Atlantic Paper Co.
Philadelphia, Pa.	Wilcox-Walter-Furlong Paper Co.
	Blake, Moffitt & Towne
Phoenix, Ariz.	General Paper Corp.
Pittsburgh, Pa.	Brubaker Paper Co.
Portland, Maine	C. H. Robinson Co.
Portland, Ore.	Blake, Moffitt & Towne
Providence, R. I.	Carter, Rice & Co. Corp.
Richmond, Va.	Cauthorne Paper Co.
Rochester, N. Y.	Genesee Valley Paper Co.
Sacramento, Calif.	Blake, Moffitt & Towne
St. Louis, Mo.	Shaughnessy-Kniep-Hawe Paper Co.
	Tobey Fine Papers, Inc.
St. Paul, Minn.	Inter-City Paper Co.
San Bernardino, Calif.	Blake, Moffitt & Towne
Salt Lake City, Utah	Western Newspaper Union
San Diego, Calif.	Blake, Moffitt & Towne
San Francisco, Calif.	Blake, Moffitt & Towne
San Jose, Calif.	Blake, Moffitt & Towne
Seattle, Wash.	Blake, Moffitt & Towne
Sioux City, Iowa	Western Newspaper Union
Spokane, Wash.	Blake, Moffitt & Towne
Springfield, Mass.	Bulkley, Duntun & Co., Inc.
	(Div. of Carter, Rice & Co. Corp.)
	Mill Brand Papers, Inc.
Stockton, Calif.	Blake, Moffitt & Towne
Tacoma, Wash.	Blake, Moffitt & Towne
Tampa, Fla.	Tampa Paper Co.
Toledo, Ohio	Paper Merchants, Inc.
Tucson, Ariz.	Blake, Moffitt & Towne
Washington, D. C.	The Mudge Paper Co.
Worcester, Mass.	C. A. Eddy Paper Co.
	(Div. of Carter, Rice & Co. Corp.)



William H. Merten

Strobridge Co. Shifts Officers

William H. Merten, president of Strobridge Lithographing Co., Norwood, Cincinnati, since 1937, was elected chairman of the board, and James G. Strobridge, was named president, at the company's board meeting Jan. 22. Other officers are Harold A. Merten, vice president and general manager; Frederick W. Betz, treasurer, and Bernard Ungar, secretary and sales manager.

Mr. Merten requested that he be relieved from active participation in company affairs, the firm announced. He joined the Strobridge company in 1884



James G. Strobridge

at the age of 14, and has a record of 67 years. He became general manager in 1913 and vice president in 1919.

Mr. Strobridge, grandson of the founder, Hines Strobridge, has been associated with the company since 1921. At present he is in charge of the New York office. Harold Merten, son of the new board chairman, entered the employ of the company in 1919. Mr. Betz joined Strobridge in 1895, while Mr. Ungar had been with Henderson Lithographing Co. since 1910, and when Strobridge purchased it in 1925, he remained.

Ban Carbon Tetrachloride

Use of carbon tetrachloride for cleaning machinery and tools has been outlawed in the Standard Register Co., plant, Dayton, O. Reporting to the National Safety Council's printing and publishing section, Mel Pittman, safety director, said several substitutes for this dangerous chemical are being utilized. Stoddard solvent is first used and will work in 90 percent of the cases, he stated, while for the other ten percent trichloroethylene is employed. Next thing to do, he continued, is to lock up all benzol or benzene, so the men will not start using these with disastrous results. Once printers are made to realize how insidious carbon tetrachloride is, the battle against it will be won, he indicated.

Guthrie Changes Name

The Guthrie Lithograph Company, Cleveland, announced that the company had changed its name on January 1, 1951 and will be known hereafter as the Colorcraft Corporation, 102 St. Clair Ave., N. W., Cleveland 13. They also announced that

they will continue as the Cleveland Agency of C. B. Guthrie Tariff Bureau, Inc. at the same address.

Chicago Marks Printing Week

Because of the tremendous effort made on behalf of the Graphic Arts Exposition in September, Printing Week was observed in Chicago on a somewhat subdued scale. Highlight of the week's celebration was a dinner, sponsored by the Graphic Arts Association of Illinois at the LaSalle Hotel, Jan. 18. Joining in this affair was the Craftsmen's Club, which postponed its regular meeting to participate.

Guest speaker was Dr. Hobart H. Sommers, in charge of vocational education in the Chicago public schools, whose subject was "Vocational Training." A panel of industry leaders, including Wm. O. Morgan, general manager of the Chicago Lithographic Institute, and representatives of other trade groups, also told briefly what their organizations are doing to train printing plant employees.

Mr. Morgan discussed the pur-

poses of the Institute, outlined its courses and explained who is eligible to attend. Harry Spahnoltz, financial secretary and head of educational activities of Local 4, A.L.A., told of the training facilities available to his union's members, and James F. Doyle of Franklin Union No. 4, described the new training course for offset pressmen conducted by his organization.

Operations of the School of Typographic Arts, conducted by the Franklin Association and Chicago Typographic Union No. 16 were described by C. L. MacKinnen, general manager of the Franklin Association, while Clement A. Mawick, told of the educational program provided in the contract between the Chicago Employing Electrotypers Association and the Chicago Electrotypers Union No. 3. Final panel speaker was John G. Henderson, of the Chicago Board of Education, whose subject was the printing training courses in the public schools.

Another feature of the week in Chicago was the 66th annual dinner and dance Jan. 13, of the Old Time Printers Association and their ceremony the next day, in placing a wreath on the Franklin monument in Lincoln Park. Following this ceremony the old timers gathered at the Chicago Historical Society for a Franklin commemoration meeting with an address by Morton Bodfish, Chicago business man and Franklin scholar, who discussed the life of the great Philadelphia printer.

Members of the Chicago Lithographers Club and the Chicago Printing Ink Makers Association participated in both these events, but held no special individual programs.

Ill. Assn. Appoints Shultz

Graphic Arts Association of Illinois has announced appointment of John R. Shultz as assistant secretary, to succeed the late Andrew J. Farr. Mr. Shultz comes from Milwaukee, Wis., where he was for nine years secretary of the Graphic Arts Association of Milwaukee. Previously, he had been secretary of the Graphic Arts Institute of New England.

*Lightweight papers
fit the times*

**It will pay you to provide
an important place in
your sales program
for strong, beautiful**

ONION SKIN

Envelope Inserts and Circulars



Overseas Stationery

... also Letterheads and
Matching Envelopes for
copies of important domestic
correspondence for outside-
of-your-office-distribution



White and colored Office Forms



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ONION SKIN for many uses besides copies
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Onion Skin often means printing orders for you that
didn't exist before—circulars, for example, that can go
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Strong, beautiful Fox River ONION SKIN is
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4 Finishes—Laid, Cockle, Glazed, Unglazed

7 Colors—Blue, Canary, Cherry, Goldenrod, Green,
Tuscan and White

4 Grades—100% Cotton-fiber ANNIVERSARY,
25% DICTATION, 25% DICTATION TRU-
OPAQUE ... Super-Sulphite VALID

FOX RIVER PAPER CORPORATION, Appleton, Wis.



Discusses Fluorescent Lithography

Fluorescent colors in the graphic arts are here to stay", declared Dan Terra, president of Lawter Chemicals, Inc., Chicago, in addressing the January 10 meeting of the Young Lithographers Assn. of New York, at the Advertising Club. In 1950 alone, the first full year that these new colors have been used, he reported that the dollar volume in outdoor advertising, directly due to fluorescent colors was \$7 million, and that the screen process industry's fluorescent volume amounted to \$12 million last year. (Mr. Terra's talk appears in this issue, page 32).

At the YLA next meeting February 14, James J. Jacobson, marketing consultant of Consolidated Lithographing Corp., was scheduled to address the group at the Advertising Club. In March, the annual elections and business meeting is planned as part of the program.

To Select Best Posters

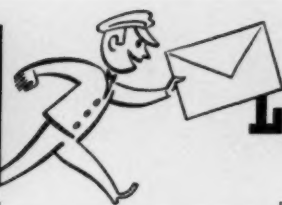
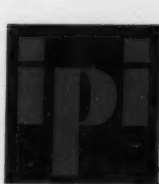
The "100 Best Posters of 1950" were to be chosen February 13 and 14 under the sponsorship of the Art Directors Club of Chicago, with Luther Johnson, art director of Young & Rubicam, as chairman of the committee. This, the 19th Outdoor Poster Show, which will be on exhibit in the Marshall Field Galleries for two weeks beginning March 26th, is national in scope. Black light painted bulletins are to be included in the show.

Wilson Jones Earnings Rise

Wilson Jones Co., Chicago manufacturers of business forms, ledgers, loose leaf books and other office supplies, reported net income of \$200,742, equivalent to 68 cents a share, for the first quarter of its current fiscal year, ending Nov. 30, 1950. Profits in the corresponding, prior year period totaled \$52,599, or 18 cents a share.

Inland Litho Appoints Shaw

Inland Lithograph Co., Chicago, has announced the election of John Shaw as vice president and account executive.



LITHOGRAM

IPI, Tri-Metal and Press-tested are trade-marks of Interchemical Corporation

IPI • DIVISION OF INTERCHEMICAL CORPORATION • 67 WEST 44th ST., NEW YORK 18 • ADDRESS INQUIRIES DEPT. A

QUALITY MINDED SHOREWOOD PRESS LITHO'S STRIKING SOCONY POSTERS WITH IPI INKS

New York Lithographer Builds Prestige with Skilled Craftsmen, Finest Inks

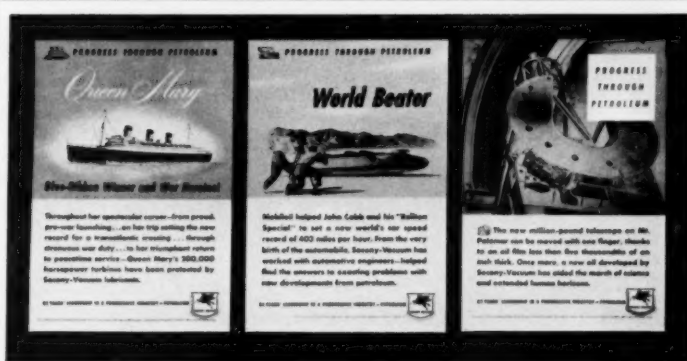
Have you seen the "Petroleum Progress" posters lithographed by Shorewood Press, New York, for Socony-Vacuum Oil Co.? They're striking, colorful, well designed and beautifully reproduced with IPI "Press-tested" offset inks.

Such high grade work is nothing new to Shorewood Press. In 3 short years this firm has built a solid reputation for quality. Its customer list is a miniature blue book of industrial leaders. Skilled, veteran craftsmen plus the finest equipment, inks and lithographic supplies are the Shorewood Press formula for lasting success.

Every Color Rings True

These Socony posters pack a wallop with clean, crisp colors and blacker blacks for strong contrast. From warm reds and brilliant yellows through deep blues and rich greens, every full strength color, every tint rings true.

No wonder leading lithographers tell us there's nothing like IPI "Press-tested" offset inks for premium quality work. They have what it takes to faithfully reproduce original art and color photos.



CONTINUING IPI RESEARCH PROGRAM MEANS BETTER OFFSET WORK, MORE PROFIT FOR YOU

Wise lithographers have known for years that IPI is headquarters for the finest offset inks and litho supplies. Here are 3 products of IPI's costly, continuing research program, perfected to help solve your pressroom problems:

IPI Tri-Metal Offset Plate—it makes possible high quality, long-run lithography. Permits clean, sharp reproduction of even the finest details.

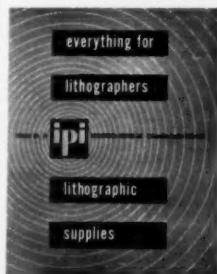
IPI Non-Fuming Chrome Etch

—etches IPI Tri-Metal and similar plates fast without fuming. Attacks chromium, not copper. Costs you less per plate.

IPI Litho Drying Stimulator—added to the fountain solution, helps drier in the ink to work better, reduces uneven drying, makes delivery faster under difficult conditions.

Order these exclusive IPI developments from your nearest IPI branch along with all the other litho supplies you need.

GET YOUR NEW LITHO SUPPLIES CATALOG YET?



FERD'NAND

Wrong Time Exposure



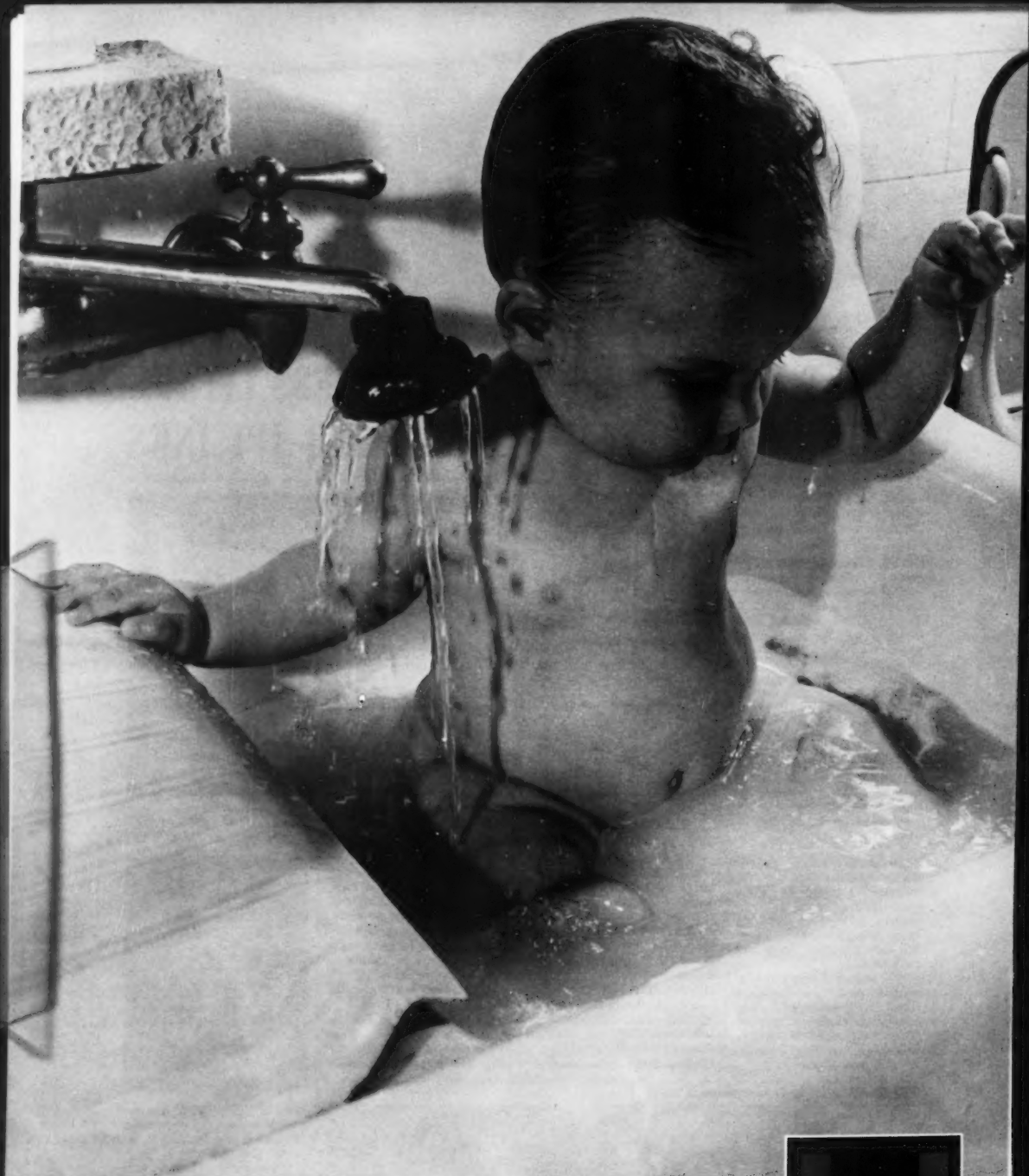
By Mik



Well, if you haven't, you can get one free from your nearest IPI branch or write us at 67 W. 44 St., New York 18, N. Y.

It's a handsome booklet with complete information on litho supplies. IPI does have "Everything for Lithographers". Also, it's an excellent primer on lithography in general. Order yours today from IPI.

Advertisement



This young cherub is demonstrating a principle of offset lithography—oil and water will not mix. We have been demonstrating another principle—it takes the finest inks, plates, paper and craftsmanship to produce good offset lithography. Many leading offset houses use IPI Press-tested Offset Inks and IPI Tri-metal plates for quality work—blacker blacks, stronger colors, whites that don't burn out in tints.

INTERNATIONAL PRINTING INK • Division of Interchemical Corporation • 67 West 44th St., New York 18, N. Y.



Paper Man Joins Tri-State

Stuart Murphy, formerly in sales promotion work for the Sorg Paper Co., Middletown, Ohio, has been appointed vice president in charge of sales of Tri-State Lithographers, Inc., Cincinnati, it was announced by president O. H. F. Weismann. The company, which specializes in bank checks, commercial forms and stationery, recently moved into larger quarters in the Powers Building, 224 East Eighth St.



Two Chicagoans Die in Crash

Two Chicago lithographers, Myron A. Bourland, 33 years old, and his brother, Claude W. Bourland, 21, lost their lives when a B-26 air National Guard bomber, piloted by Myron, crashed and burned near the Glenview naval air station, in Chicago's northwest environs, at 4 a.m., Jan. 15. Both had been employed by John Dickinson Schneider, where Myron had worked in the layout department some ten years, except while in the air force during World War II. Claude had been an apprentice pressman with Schneider but last fall transferred to Schultz Lithographing Co., as second pressman on their new A.T.F. 4-color press.

Myron Bourland was a 1st lieutenant in the 168th Bomb Squadron, Air National Guard, and Claude held the rank of corporal. Their plane was returning from a routine training flight to Barksdale Field, La.

Meyercord Appoints Two

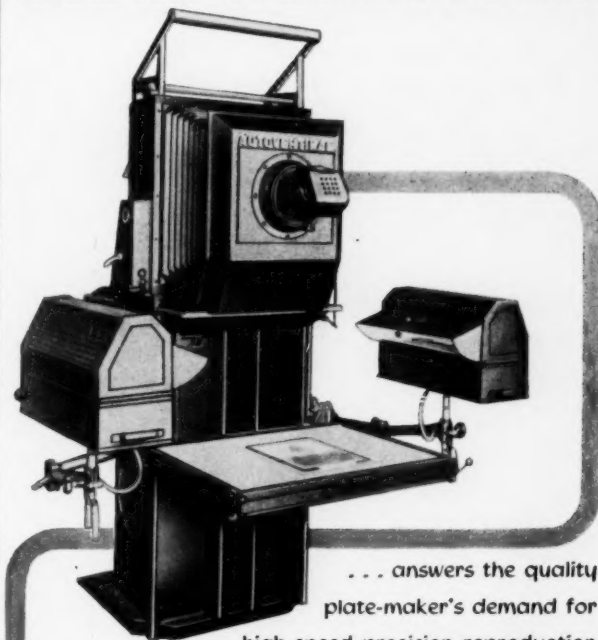
Frank B. Straub and Robert L. Harms have been appointed sales representatives for the new canned food label division of the Meyercord Co., Chicago decalcomania manufacturers. Mr. Straub was previously associated with the Muirson Label Co. in Peoria, Illinois. He will continue to make his headquarters in Indianapolis, Indiana. Mr. Harms was also previously associated with the Muirson Label Co. in Peoria, and will operate from the Chicago sales offices of The Meyercord Co. at 5323 W. Lake Street.

Chicago Drive Exceeds Quota

Final figures on the Chicago Community Fund drive last fall show that the quota of \$75,000 for the graphic arts division was exceeded by a comfortable margin, the total being \$75,197, whereas the overall city-wide campaign raised 90 percent of its quota. To the \$75,197 the industry leaders feel, could well be added another \$102,000 contributed by six of Chicago's largest printing firms, but credited to another division of the campaign organization.

George A. Poole, Jr., president of Poole Bros. Inc., was general chairman of the graphic arts division. Solicitations among lithographers was directed by Cecil Pickard, vice president of Newman-Rudolph Lithographing Co., assisted by Herbert Greaves, president, Stromberg-Allen Co.; Arthur Meding, vice president, Edwards & Deutsch Lithographing Co.; and George A. Canary, president, Local 4, A.L.A. Special praise was given Mr. Canary for the excellent showing made by his union.

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... answers the quality plate-maker's demand for high-speed precision reproduction

New versatile high-precision camera, completely automatic focus, adjusts speedily, hairline exact. Reversing mirror with built-in pre-exposure lamp, operated by remote control, simplifies screen work, cuts time-costs. Meticulous Klimsch craftsmanship throughout. Write to any of the BESCO offices listed below for full data.

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Moistrite Bond is the original moisture-proof-packaged utility bond. A versatile paper that performs equally well by letterpress printing or by off-set lithography, Moistrite Bond is ideal for your everyday printing needs. Mill-conditioned and tub-sized, it comes to you in the famous green package that protects each sheet to the moment of use.

Included in the Moistrite Bond family are those well-known business papers — Moistrite Mimeo Bond, Moistrite Duplicator, Moistrite Ledger, and Moistrite Opaque.



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MODERN LITHOGRAPHY, February, 1951

Offset Awards Feb. 22

THE exhibition of winning entries in the First Annual Offset Lithographic Awards Competition was being readied early in February for the New York opening February 22. One hundred and ten awards and over 100 honorable mentions have been selected as the best offset lithography produced during 1950 in this broad competition sponsored by the Lithographers National Association, it was announced by Randolph T. Ode, LNA president. Winners of awards and honorable mentions have been notified by letter and inscribed certificates for each are being prepared.

The exhibit of the winning pieces will be open to the public at the Architectural League, 115 East 40th Street, New York City, from February 22 to March 2 inclusive. A detailed announcement of all winners of certificates of award and honorable mention, and of the winners of three grand awards, will be made at the opening of the exhibit.

In making the awards, more than 1,400 entries in 18 different classifications of offset lithography were considered by the board of judges, headed by Elwood Whitney, vice president and art director of Foote, Cone and Belding. Yet to be selected are the winners of the three grand awards. This will be done by the same board of judges just prior to the opening of the New York exhibit. Bronze plaques will be given for the three grand awards.

Climaxing a nation-wide promotion campaign initiated last year to sell the fundamental advantages of offset lithography to buyers and users of printed material, the industry's first Annual Awards Competition drew entries from practically every printing center in the United States and from several foreign countries. Analysis of the entries shows that approximately one-third of them were received from buyers and users direct, the balance being entered by lithographers and advertising agencies.

"Awards were given on the basis of good design, good functional value and good lithographic reproduction, regardless of color," said Mr. Ode's statement. "Broken down as it was into classifications, there were really 18 competitions in one. Some classifications, of course, received more entries than others, but quality-wise every section of the country was well represented, both in the entries and in the awards. I am confident that our exhibit will be one of the most interesting as well as one of the largest of offset lithography ever held."

Wm. S. Forbes Passes

William Stuart Forbes, 79, chairman of the board and treasurer of the Forbes Lithograph Mfg. Co., Chelsea (Boston), Mass., died February 2 at his home in Hamilton, Mass. Long active in the Forbes company as well as in industry affairs, Mr. Forbes had served as a director of the Lithographers National Association, the Lithographic Technical Foundation, and also as a member of the corporation of the Massachusetts Institute of Technology.

Offset Gains in Calif.

Offset equipment has been installed in four out of every five Southern California letterpress plants, according to a membership poll taken at the December meeting of the Los Angeles Club of Printing House Craftsmen. However, only about 50 percent of such plants make their own offset plates, the survey showed.

Changes at Milprint

Paul Hultkrans, in charge of the company's research and product development, has been elected a vice president of Milprint, Inc., Milwaukee, lithographing and package converting company. Roy W. Lundberg, merchandise manager of the company's litho division, was named advertising manager.

Distributes Art Reproduction

Reproductions by offset lithography of the oil painting "Pont-Aven", by Paul Gauguin, French painter, known as the "master of Tahiti," were distributed last month by H. S. Crocker Co., Inc., San Bruno, Calif. The reproductions, on heavy stock 27x34", convey through fine screen work, the brush strokes and color shading of the original. A lithographed summary of the life of the artist, who lived from 1848 to 1903 was included with the reproduction, and sent by Ed LeVesconte, Crocker vice president and general manager.

U. S. P. & L. Has First Aid Training

A new industrial first-aid program, to insure immediate care of employees by co-workers in the event of serious accidents or a major disaster, has been started in the plant of the U. S. Printing and Lithograph Co., Cincinnati. Ten employees already have completed the standard first aid course of the American Red Cross, and six of these are now taking a 12-hour advanced instructor training course. Upon completion of this training, members of this group will become the corps of instructors for first-aid detachments in the plant. The project is being carried out under the direction of K. C. Detwiler, company personnel director.

Add 10 to 25 Year Club

Uarco, Inc., Chicago, manufacturers of business forms, took ten new members into its Quarter Century Club last month, bringing the number to a new total of 77. Louis Jensen, with 50 years' service, is the oldest employee. Gold watches were presented to the newcomers by Walter Barker, president of Uarco.

Former Lithographer Dies

Oscar Pfeffer, 86, retired lithographic foreman, died Jan. 8 in Rochester, N. Y. Prior to his retirement, he was foreman at the Karle Lithographing Co. in Rochester.

Ohio Co. Gets Two-Color

The Warner P. Simpson Co., Columbus, Ohio, recently added a Harris 22x34" two-color offset press.

Prominent Users of Strathmore Letterhead Papers: No. 92 of a Series

The new Lake Street headquarters for Kuppenheimer Clothes in Chicago, embody many features of advanced industrial design, making the plant one of the finest of its kind in the country.



**Do your company's
plans for modernization
include its letterhead?**

When a company is expanding and modernizing its production facilities, it is time to review all the details of the business...to consider their adequacy in relation to the new, impressive picture that the firm wishes to convey.

B. Kuppenheimer & Co. Inc., understanding the importance of complete coordination of their modernizing plans, created their new letterhead on Strathmore paper, in keeping with the quality clothing they manufacture, and representative of their impressive corporate character.

Don't overlook this important part of your business. Review your letterhead: Is it expressive of your company's reputation...style...stability? Is the design modern, interesting, distinctive? Is the paper selected in a character, weight and surface right for the purpose? Have your supplier submit new designs on Strathmore letterhead papers so that you can discover for yourself how expressive a quality paper can really be.

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Writing, Strathmore Bond. Envelopes to match converted by the Old Colony Envelope Company, Westfield, Mass.

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in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

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PURCHASING

Point of Purchase Plans Exhibit

An estimated audience of 10,000, including sales, advertising and administrative executives, is expected to attend the two-day exhibit and fifth annual symposium sponsored by the Point of Purchase Advertising Institute to be held at the Waldorf Astoria Hotel, New York, April 3 and 4. The exhibit will feature counter, window and floor displays of lithographed cardboard, metal, plastics, wood, glass and tape and many other varieties of consumer and retail aids used to stimulate impulse buying.

In announcing the meeting, J. Kingsley Gould, executive secretary of the Institute, stated that 53 of the nation's top-flight designers and manufacturers of point-of-sale displays will unveil their newest products at the exhibit.

It was further announced that more than 1,200 advertising and sales executives and advertising agency heads will attend the symposium-luncheon on April 4th at the Waldorf to hear leading users of this medium discuss its merits.

Walter J. Ash, vice president and sales manager, Consolidated Lithographing Corp., is general chairman again this year.

Reports Display Waste

Over 70 percent of retail display material for local grocery stores and chain outlets is wasted, according to a survey completed recently by *Progressive Grocer*, New York trade publication. The reasons why displays are not used were listed as:

- Dealers receive more than they can possibly use.

- Displays do not always fit in with dealers' plans.

- Dealer hasn't the time to put up the material.

- Lack of stock to build displays.

- Material is difficult to use.

- Material interferes with movement of merchandise.

- Material doesn't do a good selling job on the product.

The survey revealed that dealers favor material measuring 12"x14", maximum; prefer stiff paper board or cardboard for use on product displays; 85% of all displays are put up

by dealers, only 15% by salesmen; 44% of the dealers plan displays one week ahead, 32% ten to fourteen days ahead. Special store promotions are planned from three to six weeks ahead. Substantial profit margins are not the only reasons retailers give a product display. They will also favor a good impulse item, a new product, a related sale, a tie-in with effective consumer advertising, a fast turn-over product.

Release Point of Purchase Film

"Eye Catchers Are Sales Catchers," the Point of Purchase Advertising Institute's recently completed 15-minute 35 mm. sound-slide film in color which tells the story of "how advertising at the point of purchase increases sales" is now available for showing at regular meetings of advertising clubs, sales executives' clubs, and trade associations and conventions.

Requests for loan of the film should be addressed to J. Kingsley Gould, executive secretary, Point of Purchase Advertising Institute, 16 East 43rd Street, New York City.

The film was produced under the

supervision of a committee of advertising and merchandising executives of national advertisers and editors of advertising publications, and explains what point of purchase advertising is, its importance as a sales tool, and how it gets results in the retail outlet.

The committee that supervised the preparation of the film included Parlin Lillard of General Foods Corp.; William N. Farlie, Esso Standard Oil Co.; Carl V. Haacker, RCA Victor Corp.; Ralph Head, Batten, Barton, Durstine & Osborn; John Crichton, *Advertising Age*; Meade Johnson, The Yale & Towne Mfg. Co.; Murray Koff, Seagram Distillers Corp.; Joel Lewis, *Printers' Ink*; William Sawyer, Johnson and Johnson; James Singleton, *Sales Management*, and E. K. Whitmore, president of Point of Purchase Advertising Institute, and president of Oberly & Newell Lithographing Co.

Kentucky Co. Adds Press

Southern Press, Inc., Louisville, Ky., last month added a Harris 21 x 28" offset press.



Lithographed Plastic Displays

Large color photographs for new counter and window displays are lithographed in quantity on translucent Vinylite plastic rigid sheet which makes them effective even when unlighted. The material's dimensional stability promotes accurate register in the lithographing operation. Eight different color transparencies, featuring bedspreads, draperies and piece goods, have been lithographed for the products of one

manufacturer to fit in solid oak frames 20 by 24 by 8 inches. Asbestos-lined and equipped with cord and socket, the frames serve as shadow boxes. The translucency of the Vinylite plastic makes the color display still more effective when lighted, it was said. These displays can be made in any size up to 20 by 25 inches to fit particular needs for displays of this type. These were produced by Laurel Printing Co., New York.

Offset Strong in N. Y. Show

Lithographed material in nearly all classifications was much in evidence among the award-winners in the New York Employing Printers Association's 11th Exhibition of Printing, which opened January 15, in the Hotel Biltmore, New York. The winners were announced at the beginning of Printing Week by the board of judges consisting of George Welp, International Printing Ink, Chairman; George B. Dearnley, Mc-

Cann-Erickson; O. Alfred Dickman, *New York Herald Tribune*; Laurance B. Siegfried, Syracuse University, and Maubert St. Georges, St. Georges & Keyes, Inc.

One hundred and sixteen firms submitted 1,100 entries for the exhibition, of which 750 were accepted for hanging and 222 were given awards.

The 66 who won the 222 awards are: Alco-Gravure, Div. of Publication Corp.; Arrow Press, Inc.; Advent Press, Inc.; Barnes Printing Co., Inc.; Bowne & Co.,

Inc.; Bradford Press; E. E. Brogle & Co., Inc.; Brooklyn Eagle Press, Inc.; The Brooklyn Press; Benziger Bros., Inc.; Brett Lithographing Co., Inc.; Cameo Die & Label Co.; Canterbury Printing Co.; Carey Press Corp.; The Caxton Press, Inc.; The Comet Press, Inc.; Commanday-Roth Co.; Crafton Graphic Co., Inc.; Consolidated Film Industries, Div. of Republic Pictures Corp.; Davis, Delaney, Inc.; J. C. Dillon Co., Inc.; Eilert Printing Co., Inc.; Emkay Press; Flory Printing Co., Inc.

Charles Francis Press, Inc.; The Georgian Press, Inc.; Githens-Sohl Corp.; Gordon-Glover-Greene Printing Corp.; Guide-Kalkhoff-Burr, Inc.; Geffen, Dunn & Co.; James Gray, Inc.; The International Press; James N. Johnston, Inc.; Kenner Printing Co., Inc.; Kindred MacLean & Co., Inc.; Laurel Process Co., Inc.; Lind Bros.; Lobel-Williams; M. H. Lavore Co.; Mail & Express Printing Co., Inc.; Marbridge Printing Co., Inc.; McGraw-Phillips Printing Co., Inc.; Mast Displays; New Era Lithograph Co., Inc.; Ogden Printing Co., Inc.; Photogravure & Color Co.; Proper Press, Inc.; Publishers Printing Co., Inc.; Pocatone Process, Lithographers; Pied Piper Press; The Read Printing Co., Inc.; Rogers-Kellogg-Stilson, Inc.; William E. Rudge's Sons; Sanders Printing Corp.; The Scribner Press; Salzer & Co.; Sackett & Wilhelms Lithographing Corp.; Sweeney Lithograph Co., Inc.; Triggs Color Printing Corp.; Truck & Reinfeld, Inc.; Triton Press, Inc.; Tri-Arts Press, Inc.; The U. S. Printing & Lithograph Co.; Albert H. Vela Co.; Western Newspaper Union; H. Wolff Book Mfg. Co., Inc.; Westport Litho, Inc.; The Wright Photo Offset Co., Inc.

Some 900 printers, lithographers and their customers attended the Printing Week dinner in the Biltmore Hotel. A. F. Oakes, president, New York Employing Printers Association, opened the dinner program, and introduced Honorable John J. Deviny, Public Printer of the United States. Mr. Welp talked on "Printing Meets the Challenge," and called attention to the Exhibition of Printing. New York's Mayor, Vincent R. Impellitteri, one-time printer, concluded the program.

The mayor was presented with a Bruce Rogers Bible by J. Stewart Jamieson, a former president of New York Employing Printers Association, and of Lincoln Engraving and Printing Corp.

Throughout Printing Week open forums on all phases of printing production were held at the Biltmore Hotel. They were planned for buyers of printing, and provided production hints, as well as current information on the supply outlook.



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N. Engl. Marks Week

Printing and Publishing Week of New England began officially in Boston, January 15, with a proclamation signed in the Massachusetts governor's office. Watching the proceedings were: Albert Koopman, president of the Boston Litho Club; William S. Law, New England manager, International Printing Ink, and general chairman of the week; William J. McFarlin, Jr., vice president, Boston Club of Printing House Craftsmen; Dominick DePalma, president, Screen Process Printing Association; Addis W. Dempsey, The Bookbuilders of Boston; Arthur T. Howard, vice president, Graphic Arts Institute of New England, Inc.; and Burton L. Stratton, president, Society of Printers.

A feature of the observance was the exhibition of printing equipment and printing specimens at a Boston armory. Other events included ceremonies at the Franklin statue at City Hall, radio publicity, and other special meetings held by various groups. The Printing Week banquet was held Jan. 18 at the Copley Plaza with 900 in attendance. Hal Clancy, Boston *Traveler* war correspondent, and Harold E. Fellows of station WEEL, were speakers.

Ode, Soderstrom at Providence

Walter E. Soderstrom, executive vice pres., National Assn. of Photo-Lithographers, and Randolph T. Ode, president of the Lithographers National Assn., as well as head of the Providence Lithograph Co., were featured as guests of honor and speakers at Printing Week observances in Providence, R. I. The principal event was the January 17 meeting of the Providence Club of Printing House Craftsmen held at Johnson's Grille.

Boston Firm Installs Cutter

A. T. Howard Co., Boston lithographing firm, recently added a Lawson 46" cutter.

Joins Boston Firm

Sidney Kasanoff recently joined The Bentill Press, Boston, as production manager.



Teachers Visit Harris in N. Y.

The Printing Teachers Guild of New York combined its first 1951 meeting with a "Salute to Ben Franklin" program just before Printing Week began, and a special open house was held for them at the New York offices and display rooms of Harris-Seybold Co. The Guild presented an award to Harris-Seybold's staff for "Encouragement of the Graphic Arts" as part of the program. Shown at the presentation are (L. to R.) David Teichler, retiring Guild president; Ted Broadston, Harris-Seybold N. Y. metropolitan sales manager; Robert Cynar, new Guild president, and Harry A. Porter, sales vice president of Harris-Seybold, who told the group that "it is the young people who receive inspiration from you today who will promote the prosperity and progress of all graphic arts tomorrow."

Giegengack to Electrographic

A. E. Giegengack, former public printer of the U. S., and former officer of the Lanston Monotype Machine Co., Philadelphia, has been elected vice president and eastern sales manager of Electrographic Corp. Joseph Reilly, president, announced last month. Mr. Giegengack is making his headquarters at the newly established New Haven Electrotpe Div., 1175 State St., New Haven, Conn. The parent corporation includes the following divisions: Reilly Electrotpe, Typographic Service, Photo-Lettering, and Stone-Wright Studios, all of New York; Vogue-Wright Studios, Chicago; Midwest Body and Foundry, Paris, Ill.; New Haven Electrotpe; Michigan Electrotpe and Stereotype, Detroit; Advance Independent Electrotpe, Indianapolis and Elkhart, Ind.; Lake Shore Electrotpe, Chicago, and American Electrotpe and Reilly Plastic Type, San Francisco.

Mass. Company Adds Press

Acme Printing Co., Everett, Mass., last month installed an EBCo 22x34" offset press.

Hold Maine Seminar

Another in the series of seminars on lithography, sponsored by the National Assn. of Photo-Lithographers, was held January 26 in the Eastland Hotel, Portland, Maine, with about 50 lithographers and graphic arts men in attendance. Walter E. Soderstrom, executive vice president of the NAPL conducted the sessions on lithographic production standards, setting up budgeted hourly rates, and labor relations. Dexter McCausland, Portland Lithograph Co., was in charge of local arrangements.

The first such seminar was held in Buffalo, N. Y. in December, and another was scheduled for Feb. 1 at Nashville, Tenn.

N. Engl. Conference April 16, 17

The 1951 New England Conference for the Graphic Arts will be held Monday and Tuesday, April 16 and 17, in the Hotel Statler, Boston, it was announced by Carlton M. Strong, chairman, who is manager of the Boston office for the Rumford Press of Concord, N. H.

Other officers of the conference are: Arthur T. Howard, of the A. T. Howard Co., vice-chairman; Howard Wallingford of Tileston & Hollingsworth, treasurer; Howard S. Patterson of the Graphic Arts Institute of N. E., Inc., secretary, and Robert W. Williamson of T. O. Metcalf Co., president of the Graphic Arts Institute, Ex-Officio.

The 1951 meeting will be the seventh in the series of annual conferences conducted by the Graphic Arts Institute of New England for management and key personnel of the region's graphic arts industry.

The Monday sessions will consist of lunch and dinner business meetings, while a series of clinics on specific problems will occupy the afternoon. After another series of clinics on Tuesday morning the conference will close with a lunch meeting sponsored jointly by the Graphic Arts Institute and the Advertising Club of Boston.

Program chairman for the 1951 conference is Arthur T. Howard. Other sub-committee chairmen announced by Mr. Strong are Mr. Wal-

lingford, finance; Mr. Patterson, registration; Garvin Bawden of the Dexter Folder Co., hospitality; Thomas J. Tierney of the *New England Printer and Lithographer*, publicity, and Herbert Stephens of the U. S. Printing and Lithograph Co., hotel arrangements.

Milwaukee Co. Bankrupt

Winders Litho, Inc., offset plate firm, recently filed a voluntary bankruptcy petition in federal court, Milwaukee, listing \$9,044 in liabilities and \$6,324 in assets.

Halpern at Fort Belvoir

Bernard R. Halpern, former chief engineer of Zarkin Machine Co., Long Island City graphic arts equipment firm, recently joined the Engineer Research & Development Laboratories, Fort Belvoir, Va., as a consultant on lithographic map reproduction equipment. Mr. Halpern was with the Fort Belvoir military research center for five years, prior to a five year period with Zarkin. In 1943 he served overseas with the Engineers. Prior to that connection he was with

the Lanston Monotype Co., and with Monotype in England. He has also been in photochemical work in the midwest, and with Huebner Laboratories in New York.

British Group in U. S.

The "Litho Productivity Team" of British lithographers, arrived in New York on the "Queen Mary" during January for a six weeks tour of the United States to study lithographic methods. Head of the 15 man group is Captain Charles Birchall, of Charles Birchall & Sons, Liverpool, and secretary is Albert Kirk, technical secretary of the British Federation of Master Printers.

The Lithographic Technical Foundation's Chicago research staff and officials of the Chicago Lithographic Institute were to be joint hosts on Feb. 9 to 15. Covered also on their Chicago visit were to be the Miehle Printing Press & Mfg. Co. factory and the International Printing Ink plant, while a side trip to Racine, Wis., for an inspection of the Western Printing & Lithographing Co. plant also was planned.

Pinover Heads Gravure Assn.

Len S. Pinover, Intaglio Service Corp., New York, was re-elected president of the Gravure Technical Assn. at its annual meeting held in the Biltmore Hotel, New York, Jan. 24-26. Other officers elected, are: vice president, Howard Canfield, Marathon Corp., Menasha, Wis.; secretary and treasurer, John E. Hazel, Art Gravure Corp., New York, and assistant secretary, Edward St. John, of the association headquarters at 30 Rockefeller Plaza, New York 20.

Sessions at the three day meeting featured technical papers. Exhibits were held by supply trades, and William Falconer, Eastman Kodak Stores, was in charge of this phase of the meeting.

N. Y. Firms Add Cutters

Raleigh Lithograph Corp., and United Offset Co., both of New York, recently installed Lawson 39" cutters.

ELIMINATE curled stocks
poor register...static troubles

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**HUMIDIFICATION
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**PROTECTS COSTLY
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Now, complete protection from dry air problems is available without costly compressors, troublesome drains and duct work. WALTON Humidifiers require only a simple electrical and water connection, use no floor space and can be installed quickly, without interrupting normal production. Find out now, how WALTON Humidifiers provide complete protection, economically, from dry air—the primary source of curled paper stocks, poor register and production-slowness static.

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 FREMONT, CAL. Zellerbach Paper Company
 GRAND RAPIDS, MICH. Quinby-Kain Paper Company
 GREAT FALLS, MONT. The John Leslie Paper Company
 HARRISBURG, PA. The Alling & Cory Company
 HARTFORD, CONN. Henry Lindemeyer & Sons
 HARTFORD, CONN. Stairs & Bemert Company
 HOUSTON, TEXAS L. S. Bosworth Company
 INDIANAPOLIS, IND. Crescent Paper Company
 JACKSON, MISS. Townsend Paper Company
 JACKSONVILLE, FLA. Virginia Paper Company, Inc.
 KANSAS CITY, MO. Midwestern Paper Company
 KNOXVILLE, TENN. Southern Paper Company
 LANSING, MICH. The Weissinger Paper Company
 LITTLE ROCK, ARK. Western Newspaper Union
 LONG BEACH, CAL. Arkansas Paper Company
 LOS ANGELES, CAL. Zellerbach Paper Company
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 LYNCHBURG, VA. Miller Paper Company
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 MILWAUKEE, WIS. Woodson & Roseman, Inc.
 MINNEAPOLIS, MINN. Nackle Paper Company
 MINNEAPOLIS, MINN. The John Leslie Paper Company
 MOBILE, ALA. Newhouse Paper Company
 NASHVILLE, TENN. Newhouse Paper Company
 NEWARK, N. J. Clements Paper Company
 NEW HAVEN, CONN. Henry Lindemeyer & Sons
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 NEW YORK CITY The Alling & Cory Company
 NEW YORK CITY J. E. Linde Paper Company
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 PHOENIX, ARIZ. The J. L. N. Smith Company
 PITTSBURGH, PA. Schuykill Paper Company
 PORTLAND, ME. Zellerbach Paper Company
 PORTLAND, ORE. The Alling & Cory Company
 RENO, NEV. C. M. Rice Paper Company
 RICHMOND, VA. Zellerbach Paper Company
 ROCHESTER, N. Y. B. W. Wilson Paper Company
 SACRAMENTO, CAL. Virginia Paper Company, Inc.
 ST. LOUIS, MO. The Alling & Cory Company
 ST. LOUIS, MO. Beacon Paper Company
 ST. PAUL, MINN. Tubey Fine Papers, Inc.
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 SAN ANTONIO, TEXAS Zellerbach Paper Company
 SAN DIEGO, CAL. Shiner-Sien Paper Company, Inc.
 SAN FRANCISCO, CAL. Zellerbach Paper Company
 SAN JOSE, CAL. Zellerbach Paper Company
 SEATTLE, WASH. Zellerbach Paper Company
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 SIOUX FALLS, S. D. The John Leslie Paper Company
 SPOKANE, WASH. The John Leslie Paper Company
 SPRINGFIELD, MASS. The Paper House of New England
 STOCKTON, CAL. Zellerbach Paper Company
 SYRACUSE, N. Y. The Alling & Cory Company
 TOLSON, OHIO The Commerce Paper Company
 TULSA, OKLA. Midwestern Paper Company
 TRENTON, N. J. Henry Lindemeyer & Sons
 TROY, N. Y. Troy Paper Corporation
 TULSA, OKLA. Tulsa Paper Company
 WACO, TEXAS Olmsted-Kirk Company
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Photograph by Edwin Levick

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WARREN'S Offset Enamel and Warren's Overprint Label are new double coated papers produced by a new method.

Two separate coatings are applied to produce Warren's Overprint Label. Warren's Offset Enamel receives two separate coatings on each side. The double coat improves the printability and the uniformity of the papers, and thereby raises the potential of lithographic reproduction. Warren's Overprint Label is pre-conditioned by an exclusive process.

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[BETTER PAPER  BETTER PRINTING]
 Printing Papers

So. Calif. Has Active Week

The place of the apprentice in the graphic arts was emphasized during celebration of Printing Week by Southern California clubs and associations in the most elaborate observance to date of the occasion in that area.

Highlight of the week was the second annual graphic arts banquet on Jan. 17. Six hundred representatives of various graphic arts organizations and their guests attended the dinner at Rodger Young Auditorium. Among the guests were more than a score of apprentices from the printing department of the Los Angeles Trade-Technical Junior College, two of whom were presented with Bruce McAllister awards of \$250 apiece for outstanding craftsmanship and leadership. The winners were Keith Deutrich and George Casparian.

The week was begun with tours of newspaper plants by students, with visits every day.

On Tuesday, J. Homer Winkler, of the Battelle Memorial Institute, Columbus, Ohio, reviewed the development of printing, with emphasis on recent technological strides. His audience was the Los Angeles Advertising Club, with 1,000 members and guests, at the Biltmore Hotel. The Kiwanis Club of 400 members heard a similar talk at its Wednesday luncheon meeting.

The Graphic Arts Banquet was conducted by G. Henry Henneberg, manager of the Los Angeles PIA, assisted by a large committee. Jack McElroy, radio comedian, who appeared at last year's inaugural graphic arts dinner, conducted the entertainment program.

Gordon Holmquist, second vice president of the International Assn. of Printing House Craftsmen, made the McAllister award to the two apprentices. Hale Luff, president of the Los Angeles PIA, presented Miss Florence Cosby, Mr. Henneberg's assistant, with a traveling bag as a token of the membership's appreciation of her helpfulness and courtesy.

As the week progressed, other large meetings were held. On Friday the Rotary Club of 500 members paid tribute to the essential services of the

L. A. Firm Adds Press

Expansion highlight for the Wright Lithograph Co., Los Angeles, came recently when the firm installed a new 35x45" single-color Harris offset press just after celebrating its second birthday. Wright Litho was founded in 1948 by Jack Wright (center) and Allan Whisnant (right), starting with a 17x22" Harris. On the left is Ormel Duke, Harris-Seybold representative. The firm specializes in color work for the trade.



graphic arts, and several television programs were presented.

Exhibits were staged at the Los Angeles Public Library, Clark Memorial Library, Henry E. Huntington Memorial Library, where a Gutenberg Bible is displayed, and at the University of California at Los Angeles Library.

ATF L. A. Manager Retires

Ernest W. Nobbs, office manager of ATF's Los Angeles branch for the past five years, has retired after 25 years of service with the company. He began his career with ATF as a salesman in the L. A. territory. Mr. Nobbs plans to devote the major portion of his time to his ranch, but will maintain contact with the printing industry by continuing to represent the Porte Publishing Co. as agent for the Franklin printing and offset catalogs.

W. O. Cole Dies

William O. Cole, 46, executive vice-president of the Independent Lithographic Co., San Francisco, died December 21, 1950 after a long illness in San Mateo, California, where he had lived for 11 years. Born in Oakland, he was graduated from the University of California at Berkeley. He was past president of the Notre Dame Club in Belmont and president of the Young Guard Society of N. C. A. and A. I.

State Licenses Pension Plan

The Employing Lithographers Association of San Francisco and Amalgamated Lithographers of America, local 17, have announced that the state commissioner of corporations, has issued a license for a jointly operated pension plan set up under a collective bargaining agreement between the two organizations.

The pension plan became effective retroactive to July 1, 1950 under the terms of a two-year wage agreement between the parties, as reported several months ago.

The many details of the plan were worked out by a joint committee which will administer the plan.

They are as follows: Representing the association: Luis A. Ireland, chairman; P. V. Crain, L. H. Engemann. Representing the union: Ivan T. Brandenburg, secretary; G. C. Simmendinger, Wm. J. Doyle.

Some 1500 employees come under the plan in northern California and Nevada. The employers each contribute 3 per cent of the basic weekly wage rate of each employee and beginning with July 1, 1951 employees who reach the age of 65 years on and after July 1, 1951 may retire if they have had 10 years of credited service.

The Anglo California National Bank has been appointed by the trustees to be the fund trustee.

Pacific Craftsmen to Ariz.

The dates of May 10-12, inclusive, have been set for the annual meeting of the Pacific Society of Printing House Craftsmen, which will be held for the first time in Phoenix, Ariz.

Opens S. F. Plant

Harold Stanley, sole proprietor of Graphic Research Service, has moved his establishment to 9 Main Street, San Francisco 11. The firm, started 3½ years ago, prepares statistical charts, maps, graphs, advertising agency client-presentations, and other commercial art. Letterpress and off-

set equipment will be installed in the larger plant, which was occupied January 1st. Until this year, the business has always bought printing on the outside.

Calif. Firms Adding, Expanding

The *Sacramento Bee*, Sacramento, Calif., is installing offset platemaking equipment, as is also the Dome Engraving Co., same city. The latter company plans to serve the trade.

In Los Angeles, the Riley-Moore Engraving Co. and the Los Angeles Engraving Co. are adding offset platemaking facilities.

Majestic Poster Press, Los Angeles, is adding new equipment for outdoor poster production.

The More Printing Co., Los Angeles, recently moved from Grand Ave. to 641 Venice Blvd., and added a Little Chief offset press. The company is owned by Leo and Al Watchin, father and son.

Hallmark Lithographers has been organized at 734 Kohler St., Los Angeles, by Richard W. Lyday, and Frank A. Sheriff, the latter recently from Chicago.

Inland Printing & Engraving Co., San Bernardino, Calif., recently installed a 21x28" Harris offset press, and California Printing Co., San Francisco, also added the same model.

Company Drops Letterpress

Frye & Smith, Ltd., 850 Third Ave., San Francisco, Calif., said to be that city's largest commercial printing company, has discontinued all letterpress printing in its current move to larger quarters at 2666 India St. All lithographic departments are to be enlarged, with about 40% of the former 70 employees retained in the business, according to the company's new president, Donald B. Smith.

Mr. Smith became president of the company on January 1st, succeeding his brother, C. Angus Smith, who has retired to a cattle ranch. According to the new president, "The elimination of letterpress operations for the purpose of handling photo offset lithography only is a major step in the industry. It will involve elimination of the composing room and extensive files of metal type."

Frye & Smith was first established in 1893 as Garret & Smith, and moved to its present location in 1908. The new plant will be located in the building formerly occupied by Hester & Smith prior to that firm's merger with Frye & Smith.

Winkler at Valley Club

J. Homer Winkler, technical advisor of the Battelle Memorial Institute, Columbus, Ohio, was the principal speaker at the San Fernando Valley Club of Printing House Craftsmen's Printing Week program conducted Jan. 18.

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Stern Co. Expands Sales Effort in 80th Year

NINETEEN fifty-one, the 80th year in business for Edward Stern & Co., prominent Philadelphia combination offset-letterpress plant, has been marked by the company by the launching of a Demonstration Year campaign. The idea, as explained by J. L. Hallstrom, sales manager and Joseph Matlack, production executive, is that every department is to demonstrate its ability and willingness to contribute new economies, greater efficiency, improved methods, extended research, and maximum coordination to make the year the most outstanding one in both quality production and sales.

At a recent sales meeting, Mr. Matlack indicated important savings had accrued because of Stern's sizeable sales increase in 1950, and that new economies would come in color separation and other departments as a result of new or improved techniques.

Planning, estimating and product research development were discussed by department heads John Werner, George Favorite and Walter Goldsmith respectively.

Mr. Hallstrom outlined Stern's sales objectives for the coming year. The entire sales operation, he explained, had been carefully geared to plant operation with the sole objective of being able to extend to all Stern customers and prospects the savings from 1951's company-wide coordination and production policies.

During this Demonstration Year, market development, under the direction of John D. Samter, will be extended and intensified. Mr. Samter explained that his department would conduct frequent field studies, develop information about specific markets for printing in the general category produced by Stern, and in every other way assist salesmen.

The advertising and promotion program was discussed by James Lavenson of the Lavenson Bureau of Advertising. He explained how the 1951 program was geared to the demonstration in publication advertising, in *Printact*, Stern's own 'work' publication, in *Depictor*, the company's

demonstration by example, and through a more extensive direct mail campaign including letters accompanied by samples.

Raymond Blattenberger, - senior vice-president, delivered the final address of the sales meeting. His theme was the meaning of Stern's 80 years of experience in producing real values for its customers.

Charles Weyl is board chairman, and Maurice Segal is president of Stern.

Cuneo Adds Rotaries

Cuneo Eastern Press, Inc., Philadelphia, has installed six new Harris 45 x 65" rotary letterpress machines, with double deliveries. The battery of new presses is being used by Cuneo to produce color work for such magazines as *Harper's Bazar* and *House Beautiful*.

Phila. Company Moves

Independent Press, Inc., Philadelphia, recently moved to new quarters at 123 N. 4th St. where floor area is double that at the old location. The company was established about two years ago.

Joins Phila. Firm

A. Gougeon, formerly with the Hambleton Co., Wilmington, Del., recently joined the sales staff of Allen Lane & Scott.

Phila. Firm Adds Two-Color

National Advertising Mfg. Co., Philadelphia, recently installed a Harris 42x58" two-color offset press.

Chicago Assn. Re-elects Meding

Arthur E. Meding, secretary-treasurer of Edwards & Deutsch Lithographing Co., Chicago, was re-elected to his second term as president of the Chicago Lithographers Association at the annual meeting, Jan. 18. Other officers chosen were: vice president, James Armitage, Inland Press; treasurer, Stanley Wilkins, Colorprint Corp., and secretary, Verne Evans, Veritone Co.

Tom Mahoney of the Regensteiner Corp., was added to the board of

directors. Elected for the 2-year term were B. E. Callahan, Inland Lithograph Co.; Al Weinsheimer, Magill-Weinsheimer Co.; J. S. Bond, U. S. Printing & Lithographing Co., and Lloyd Neely, Franklin Offset Litho Co. Directors chosen for one year were Al Nordberg, Chicago Offset Printing Co. and Harold Dethlefsen, Process Litho Arts, Inc.

The meeting at the Chicago Athletic Club was addressed by Col. Rhys Davies, London radio commentator, in America for his fourth speaking tour, who talked about the future as affected by the current international situation. George Mattson, labor specialist with the Lithographers National Association, came from New York to present the national picture on labor, and reports on the Chicago Lithographic Institute were made by B. E. Callahan and Wm. O. Morgan.

Problems of manpower, materials and supplies confronting the industry in Chicago were also considered at the meeting. Chicago Local No. 4, A.L.A., has lost 2 percent of its membership to the draft up to Jan. 1.

ATF Appoints Denver Co.

American Type Founders announces the appointment of A. E. Heinsohn, Printing Machinery and Supplies, Denver, as distributor of its products in a Canada-to-Mexico territorial strip of the United States embracing all or part of 13 states in the Rocky Mountain area.

The Heinsohn Company was organized in 1911 by Arthur E. Heinsohn to serve printers in what was then relatively sparsely settled territory. The company has grown over the years until now it employs some thirty sales and service men. R. G. Marquardt, ATF vice president in charge of domestic sales, said that both companies wished to provide better service to the graphic arts industry in this section of the country.

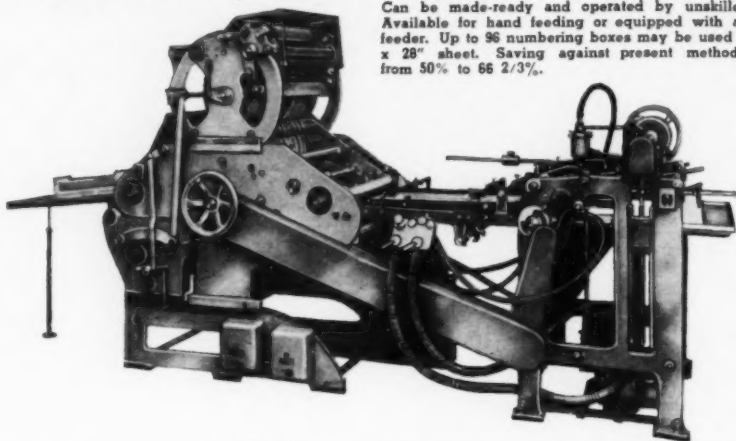
American Type Founders' sales engineering department will continue to sell the company's web-fed offset, rubber plate and gravure presses.

In view of the new collaboration, Heinsohn plans to establish regional branches throughout the territory.

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LITHO CLUB NEWS

Boston Hears Leedy, Plans Quiz

The January 8 dinner-meeting of the Boston Litho Club was held at the Hotel Gardner, with Herbert R. Leedy, technical representative, Chemical Division of Harris-Seybold Co., as speaker. He discussed the way various chemical factors affect three major litho departments—darkroom, plateroom, pressroom; and included was a discussion of recent and to-be-expected developments in albumin, deep etch and poly-metallic litho plates. He illustrated his talk with charts.

Albert Koopman, club president, announced that the Ladies' Night was to be Saturday, February 17, at the Hotel Gardner. Philip C. Shakespear, Kohl & Madden Printing Ink Co., Inc., Boston, chairman of the program committee, announced that the March 12 meeting will be Quiz Night, and a panel of experts is being obtained for the occasion. It will be held at the Hotel Gardner also.

Dallas Club Issues Brochure

A brochure, 24 pages and covers, titled "Remember When . . ." was issued last month by the Dallas Litho Club, marking the completion of the first full year of activity. The brochure contains photographs of various meetings of the club, and of the officers and board members. The club was founded, it explains, on October 28, 1949, with 34 members. At the end of 1950 membership had grown to 152. First year's officers were Walter Tew, president; Tommy Monk, vice president; Thomas R. Masters, secretary; and A. W. Hudgins, treasurer. Officers recently elected for 1951 are: W. Dean Cunningham, president; Travis Faircloth, vice president; Lionel Burnham, secretary; and J. David Lane, treasurer. The first annual installation dinner and dance was held at Casa Linda Log Lodge in December, with 154 persons attending.

Conn. Installs Pierce

Ed Pierce (right), of Muirson Label Co., Meriden, Conn., was installed as president of the Connecticut Valley Litho Club, Feb. 2, succeeding Michael Pagliaro, Polygraphic Co. of America, North Bennington, Vt., who had served two terms. Other new officers are Robert Davidson, Davidson-McKirdy Co., first V. P.; R. Erwin, Muirson Label, second V. P.; G. J. Vandermark, Vandermark Co., secretary; and Walter Dulak, Rich Lithographing Co., treasurer. Besides the officers and Mr. Pagliaro, board members are Tom Murice, H. Bauer, E. Bossick and A. Pagliaro.



At the Feb. meeting, held in the Bond Hotel, J. Ulrich of the Pitman Sales Co., was to discuss platemaking problems.

Recent new members announced by the club include John Metro, R. F. Schmidt, H. T. Spait, E. G. Peterson, and R. E. Papertian, all of Muirson Label; H. F. Jensen and R. C. Tancaroni, of Kellogg & Bulkeley Co.; Paul Bloom, Bloom Camera Center, and Albert Seriani, Meriden Gravure.

The next event on the club's schedule is the annual ladies night dinner-dance. It is to be at the Three Cups Inn, Meriden, Conn., on Saturday, March 17. It also will mark the club's tenth anniversary.

N. Y. Club Studies Training

Available training materials and means of conveying useful information on lithographic developments to men in the shop were the topics discussed at the January 24 meeting of the Litho Club of New York. The speaker was Erwin Jaffe of the education staff of the Lithographic Technical Foundation. He told of the large amount of information in the form of audio-visual slide-recording kits, manuals, textbooks and other aids which is available from the Foundation, and stressed the importance of using it for training craftsmen.

One hundred ten persons attended the meeting, which was held at the Building Trades Club, 2 Park Ave. Among the guests were the 15 members of the British Litho Productivity Team now touring the U. S. lithographic industry. They were guests

at the meeting of Harry A. Porter and members of the Harris-Seybold Co. New York branch.

Formal election of the officers was concluded, and the slate as previously reported was elected. Officers are Jacques J. Tisne, Schlegel Lithographing Corp., president; John J. Kavanaugh, Sweeney Lithograph Co., vice president; Hammond L. Sullivan, Quaker Press, secretary; and Angelo Pustorino, Daniel Murphy & Co., treasurer. Board members were listed last month. (*ML*, Jan., Pg. 71) Jack Maguire, Offset Engravers Associates, retired from the presidency after serving the usual two years.

New members announced are: Thomas Petrelli, American Graphic Service; Michael Grunerwald, General Offset Co., Inc., and George Newbold, C. Walker Jones Co.

The club's next meeting is scheduled for Feb. 28.

Dayton Hears Miehle Men

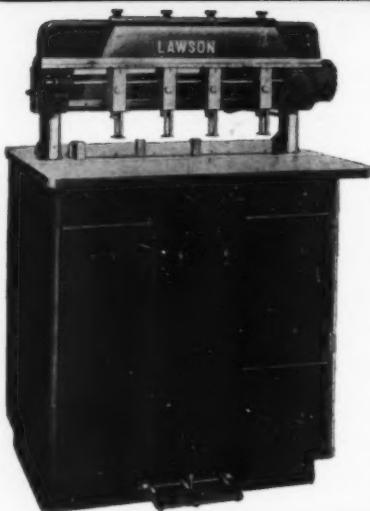
Four representatives of the Miehle Printing Press & Mfg. Co. were speakers at the January 8 meeting of the Dayton Litho Club, discussing offset presses, and answering questions. They were Charles Harwood, Al Kuehn, Joe Locke and Charles Kayser. The meeting was held at Suttmiller's restaurant. Ted Williams, former president of the Cincinnati Litho Club was a guest at the meeting.

On February 15 the Dayton club planned to meet jointly with the Dayton Club of Printing House Craftsmen, and G. L. Eriksen, Braden-Sutphin Ink Co. was to speak.

Ontario Club Holds Forum

The first of a series of litho technical forums for Canadian lithographers was launched recently by the Ontario Litho Club with a meeting in the new plant of Rolph-Clark-Stone, Toronto. Invitations were extended to members of the Canadian Lithographers Assn. and to various shop department heads. About 60 persons attended. Reg Byford, of Litho-Print, Ltd., club president, presided, and Gavin Clark, club vice president, welcomed the group on behalf of the host firm. A discussion was led by Frank John-

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son of Brigdens' Ltd., assisted by Earl Schrank, Ashton-Potter, Ltd.; Ken Priestman, Brigdens'; Bert Hayes, Sampson-Matthews Press; and Frank Simmons, Barber-Ellis. William Kennedy, president of Toronto Local 12, Amalgamated Lithographers of America, was among the guests.

After discussions of all phases of litho production, the meeting adjourned for coffee and sandwiches in the company cafeteria. This was followed by a tour of the plant, with John King as guide.

Plans were announced for future forums, with discussions limited more to specific litho operations.

275 at Phila. Dinner

Over 275 persons attended the Printing Week dinner at the Franklin Institute, Philadelphia, Jan. 15, sponsored jointly by the Litho Club, Printing Industries of Philadelphia, and the Institute. Walter E. Soderstrom, executive vice president of the National Assn. of Photo-Lithographers, New York, addressed the gathering, discussing the advantages of a career in the graphic arts. Earl Prevette, author and lecturer spoke on the psychology of selling. Paul W. Dorst, Cincinnati lithographing consultant, who was scheduled to speak, was prevented by illness from attending.

Other observances of Printing Week in Philadelphia included special meetings of other graphic arts groups, motion pictures, plant visits and forums. Posters, 17x22", were carried by all graphic arts trucks in the city during the week.

Mayor Bernard Samuel signed a proclamation making the week official. Many leaders of the Industry were at this ceremony, which was televised and pictures were run in the local newspapers.

All during the week The Western Saving Fund Society exhibited U. S. Patent Office models of old time printing equipment. These models are on loan from the Drake Press, Phila. They are small scale originals made by inventors and sent to the U. S. Patent office in Washington prior to 1890. Some of the machines go back as far as 1852 and they have the origi-

inal tags attached. Even the tags themselves drew interest, in old fashioned handwriting and on yellowed cardboard.

The club's annual ladies night, held Jan. 27 at the Bellevue-Stratford, was attended by 450 persons. Prizes of costume jewelry were given to all ladies, in addition to some 80 other prizes. Dinner, orchestra and entertainment were features, and dancing continued until 1 a.m.

Among the guests were Edward W. Harnish, president, National Assn. of Litho Clubs, and John Maguire, retiring president of the New York Litho Club.

The next regular meeting of the Litho Club of Philadelphia is planned for Feb. 26, the annual quiz night.

The panel is to include John Whitecar, Joseph Mazzaferri, Anthony Capello, Fred Cole, and James Killian.

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Chicago Elects Von Plachecki

The Chicago Lithographers Club, at its annual business meeting, Jan. 25, elected the following slate of officers for 1951: president, Lester von Plachecki, Rightmire-Berg Co.; vice president, Wm. O. Morgan, general manager, Chicago Lithographic Institute; secretary, Michael H. Bruno, Lithographic Technical Foundation, and treasurer, Donald Richie, Rightmire-Berg Co.

Mr. von Plachecki, the new club president, is a senior partner in the Rightmire-Berg Co., Chicago's oldest trade platemaking plant. Last year he served as vice president, and before that as secretary, and for many years has been intimately active in all club affairs. Carl J. Ericksen, of Gerlach-Barklow Co., Joliet, retiring president, becomes a member of the board of directors, but selection of other board members and appointment of committee chairmen was deferred to a later date.

Following the business session, Dan J. Terra, president of Lawter Chemicals, Inc., Chicago, outlined for the club the nature of daylight fluorescent colors with special attention to the recent development of a method for using the new colors on lithographed products.

The January meeting was held at a new location, the Electric Club, on the 38th floor of the Opera Building. Attendance numbered 65.

The next meeting was planned for Feb. 22 when representatives of the Miehle Printing Press and Mfg. Co. were to put on their offset press clinic. Two days later, on Feb. 24, the Chicago Club's annual "Ladies Night" dinner and dance is to be held at the Morrison Hotel's Terrace Casino.

Cincy Club Visits Champion

Members of the Cincinnati Litho Club were permitted to participate in a conducted tour of the plant of the Champion Paper and Fibre Co. in Hamilton, O., on Feb. 13, with dinner being served in the plant. At the January dinner meeting of the club in Hotel Sheraton-Gibson, the members engaged in a round-table discussion of a number of their plant problems.



Lester von Plachecki

Balto. Sees Visual Aid

Wade E. Griswold, executive director, Lithographic Technical Foundation, presented an LTF visual aid on the Sensitivity Guide at the Jan. 15 meeting of the Litho Club of Baltimore, at the Park Plaza Hotel. About 60 attended, and enthusiasm was such that the presentation was made again Saturday, Jan. 20, for Baltimore employers.

At the club's Feb. 19 meeting, Herbert R. Leedy, of the Harris-Seybold Co. Chemical Div. is to talk on chemical progress. The March 19 meeting is to feature Dr. George Cramer, Sinclair & Valentine Co., New York, with a demonstrated talk and a motion picture on inks. An oyster roast is planned for April in addition to the regular April meeting, president Arch Scott reported.

Tour Capitol Printing Ink

Some 125 members of the Washington Litho Club toured the Capitol Printing Ink Co. plant in that city as the regular Jan. 23 meeting of the club. Hosts were Dick and Bud Klein, owners, and Warner Gerlach, plant superintendent. A buffet supper was served.

Elmer Stacy, sales manager, Klingrose Gravure Div., ATF, is to address the club Feb. 27 on gravure printing compared and related to offset.

A regular meeting also is planned for March 27. Meetings are held at the Burlington Hotel.

St. Louis Assn. Elects Mernagh

The new officers of the Associated Printers & Lithographers of St. Louis, elected to serve during 1951, are: Edward G. Mernagh, Jr., Mernagh Printing Co., president; Con P. Curran, Jr., Con P. Curran Printing Co., secretary; George Gannett, The Geo. D. Barnard Co., treasurer, and Fred E. Winsor, who will continue as executive vice president. Leonard Brown, A. R. Fleming Printing Co., is the retiring president. Officers were installed at the Association's annual Graphic Arts dinner on January 22nd. Speaker at the dinner was John F. Hallett, vice president of The First National Bank of St. Louis.

Incumbents chosen to remain on the association's board of directors are: George Hart, Hart Printing Co.; Leo Painter, Model Printing & Pub. Co.; and George Von Hoffman, Von Hoffman Press, Inc. New members elected for a three year term are: Con P. Curran, Jr., Jack Wolff, Wolff Printing Co. Div., and Andrew Wunch, Becktold Co.

Court Decides Offset is Printing

Donald C. Littleton, operator of the Francis Press, 705 Olive Street, St. Louis, Mo., recently won a decision in the Missouri Supreme Court requiring courts to accept lithography as printing. The court reversed a decision that lithography is not printing after Mr. Littleton submitted a brief. The court ruled that it will hereafter accept offset printed briefs without question, something which it has been doing for many months, unknowingly.

Okla. Assn. Has 84 Members

The newly formed Printing Industry of Oklahoma, Inc., reported in January that 84 member firms were enrolled, including many offset lithographing companies. Offices are at 325 N. W. 4th St., Oklahoma City.

Georgia Co. Adds Press

A Harris 22 x 34" offset press was installed last month at the plant of American Lithograph Co., Atlanta, Ga.

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New Map Reproduction Device

A 22x29" spirit duplicator, capable of producing large size, multi-colored maps, map overlays, overprints and miscellaneous sketches and diagrams has been developed at the Engineer Research and Development Laboratories, Fort Bel-



voir, Va. The spirit duplicator is expected to fill a military need for the reproduction of maps in the field on short notice where lithographic reproduction is either impractical or unjustified. Besides its military applications, it can also be used commercially for the preparation of large charts, forms and typewritten material.

Hand operated and friction fed, the new duplicator is a spirit process type machine which is able to print four colors on paper up to 22x29 inches in size. Special color carbons of purple, red, blue and green are used in drafting a master copy which is then placed on the machine's revolving drum. Paper is fed through spirit dampened rollers before contacting the master copy under pressure and is then delivered to the receiving chute in finished form.

Maximum use of nonstrategic materials has been accomplished in the design of the device, and it also provides for maximum interchangeability of parts. It has been operated satisfactorily under temperatures of plus 25° F. and plus 130° F. At normal 75° F., it has produced 200 copies of map overprints on high wet-strength map paper and 100 copies of map overlays on map overlay paper. It is capable of an accuracy of register within 1/32 inch.

Lighter in weight and more readily portable than the old 22x33 inch Gelatin Duplicator which it replaces, the spirit duplicator with necessary equipment, supplies and carrying chests weighs 468 lbs. No special training of troops is required for its operation.

The primary difference between the new spirit process and the old gelatin process is the use in the spirit duplicator of alcohol as the dampening medium to transfer the image directly from the master copy onto the copy paper. The gelatin process uses water to moisten a gelatin pad which is then impregnated by the image from the master copy and remoistened again each time to transfer the image from the pad back onto copy paper. In the gelatin, inks or pencils are used and the image drawn directly onto the master paper resulting in a positive image on the master. In the spirit process, a dye original negative is prepared by typing,

writing or drawing on a sheet of master paper backed up by the spirit duplicator process carbon paper.

The two inherent weaknesses of the old gelatin process, difficulty of operation under varying climatic conditions and inadequacy of the process to produce more than an average of 50 copies have been eliminated in the new spirit duplicator. With these two problems solved, the job of producing small run maps is lessened considerably.

The spirit duplicator is a result of the continuing research being conducted at the Engineer Research and Development Laboratories, to lighten the task of the Corps of Engineers whose mapping units in World War II turned out 40,000 different maps for a total of 491 million sheets.

Issue Color Dictionary

Container Corp. of America, Chicago, last month announced a Descriptive Color Names Dictionary, as a 64 page supplement to its earlier Color Harmony Manual. The dictionary contains 775 names commonly used to describe colors, and these names are translated to numbers which can be located in the Ostwald color system.

Douthitt Issues Catalog

Catalog No. 4, describing and giving prices of the Douthitt line of camera, platemaking and photographic processing equipment, was issued recently. Copies are available from the Douthitt Corp., 680 East Fort St., Detroit 26, Mich.

New Warren Cover Paper

Lusterkote Cover, a new high gloss cover paper, was announced recently

to the trade by the S. D. Warren Co., Boston. The new paper is suitable for use either by letterpress or offset and in spite of its high gloss does not require special inks, according to the manufacturer. Lusterkote is available in white in various weights, 50 lb., 65 lb., 80 lb. and 94 lb., basis 20x26. The reverse side of the sheet, Warren points out, is coated to the equivalent of a regular machine coated paper as an aid to better reproduction.

New Type Book Announced

A. A. Archbold, 1209 S. Lake Street, Los Angeles 6, has announced a new book of type for offset. Entitled "Foto-fonts No. 2," this 40 page book contains 20 fonts of display type in sizes from 18 to 72 pt. The faces include script and roman faces in caps and lower case. The pages are lithographed on one side only so that the letters may be used for paste-up. The book is priced at \$4.00.

Demonstrate R & P Plate

Roberts & Porter, Inc., Chicago, introduced their new Copper-Lith offset plate to the trade Jan. 15, through demonstrations presented under practical production conditions in the plant of Tri-State Litho Plate Making Co., at Detroit, Mich. During the all day open house reception, Detroit lithographers witnessed the process which is described as a simplified means for making bi-metallic type plates. Further demonstration of the new process was held two days later, on Jan. 17, at Lansing, Mich., where Norman Mack of R. & P. described and demonstrated the development at a meeting of the Lansing Craftsmen's Club.

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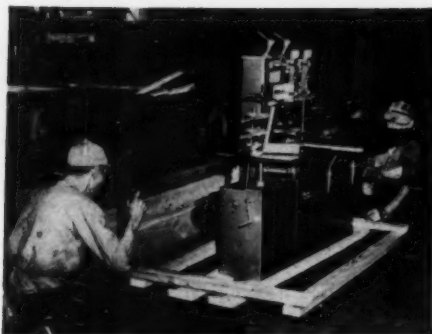


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First of New Stitchers

The first machine from the production run of the new Rosback Auto-Stitcher is shown being crated for shipment at the F. P. Rosback Co. plant, Benton Harbor, Mich. The machine was sold through the E. P. Lawson Co. Chicago office, and delivered to Sterling Printing Corp., Chicago.

Issues Specimen Folder

A specimen of offset lithography on Ticonderoga Offset stock was distributed recently by International Paper Co., New York. The folder, an 8½ x 11" french fold piece, contained four-color process and black and white line and halftone work, and was produced by Kipe Offset Process Co. Copies are available from International Paper Co., 220 E. 42 St., New York 17, N. Y.

Announce Photo Corrector

The Long Photo-Corrector, which superimposes four different images optically, and produces a photographic corrector, has been announced by Long Engineering Research Corp., 1000 Wheatheaf Road, Linden, N. J. The large device photographs four images onto a single plate, and the resulting corrector can take the place of the original negative, or can be in the form of a positive or a mask for separation work. The inventor of the machine is H. R. Long who describes it as flexible enough for many useful functions in color reproduction.

Discontinue Kodachrome

About June 1 Eastman Kodak Co. will suspend the sale of Kodachrome professional sheet film, although Kodachrome in amateur still, 8mm and 16mm sizes will be continued. Ektachrome color film has been improved further, the company says, and the specialization on this one type will be more satisfactory in view of the manpower, materials and production outlook.

Announce New Photo Aid

The Warfel Ratio Scale, developed to assist color separation cameramen to predetermine the correct filter ratio for any batch of panchromatic plates or film by making one exposure, has been announced by Modern Photoengraving Publishers, 166 W. Van Buren St., Chicago 4, Ill., who are distributors of the device. It is designed to determine the correct filter ratio for all batches of film from a manufacturer which carry the same emulsion number.

As described by Louis Flader, of the distributing company, the scale is composed of eight panels, each consisting of a gray scale, all of exactly identical density. The first panel represents the actual gray scale alone. The next three panels consist of three gray scales on which the appropriate filters used in photographing by reflected light have been superimposed. The same procedure is followed in the next three panels, in this case being the filters used in photographing by transmitted light. The last panel contains the filter generally used for the black printer. The scale is a color positive on glass, which is protected by a cover glass, both being held together by a permanent binding. It is 10x12" in size.

Further information is available from the distributors.

Chicago School Issues Folder

Chicago Lithographic Institute, Chicago, has issued a four page folder describing its activities. The two-color folder illustrates work in such fields as copy preparation, chemical mixing,

photo composing, pressmanship, deep etch platemaking and other phases of the lithographic industry. The folder was made up by a student, Simon Nielsen, during one of the ten weeks sessions given by the institute.

Booklet on Offset Paper

A booklet containing specimens of offset lithography produced on Warren's Silkote pigmented offset paper was distributed last month by the S. D. Warren Co., 89 Broad St., Boston. It shows four-color work as well as black and white, and samples several weights of stock.

Dayton Makes Fountain Divider

A Color Separator for use in offset press ink fountains to allow split fountain lithography, is being marketed by Dayton Rubber Co., Dayton, Ohio. The device maintains a division between different colored inks on different sections of the rollers, and keeps a section clean on all rollers from the plate to the fountain divider. The Dayton company reports that several plants using these are effecting savings by eliminating entire press runs where colors can be combined. Information is available from the company.

Moss Offers Color Service

After experimenting with commercial process inks, color separations and a press, Moss Photo Service, Inc., New York, has announced the Moss Color Process. The service, available to lithographers, is said to offer color corrected separations, on the basis of a few days time.

The service is described by Oliver Z. Moss of the company, as follows: the lithographer supplies Moss with art work, transparency, or merchandise or products to be photographed in color. Moss then delivers fully corrected continuous tone separation negatives, screened positives or negatives in various screen rulings. Normal delivery time is five to 10 days, he said, with 72 hours service at a premium price.

In announcing the process Mr. Moss discussed the increasing demand for color work, and said that

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Sturdy gage, High-Luster Satin
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this type of work causes the most difficulties for the average lithographer. This service is developed to reduce the problems through the method of purchasing color corrected work outside, ready for platemaking.

The Moss company has specialized in high speed production of photographs in black and white and color, and in related reproductions, for many years.

Mr. Moss also announced that, as of Jan. 1, the company now occupies its own building at 350 W. 50th St., New York.

LTF Shows Kit at Chicago

The Lithographic Technical Foundation's program to encourage wider use of its library of audio-visual films moved into Chicago last month, following earlier presentations in New York, Minneapolis and St. Louis. On three successive days, Jan. 24, 25 and 26, groups of superintendents and foremen from Chicago litho plants gathered at Glessner House for a luncheon meeting and demonstrations of a newly devised kit for use in carrying results of Foundation research into the shops of the city. This new kit, it was explained by Jack White of the Glessner House staff, includes a wire recorder and projector, compact enough to be carried easily in a suit case. It is being offered to lithographers in connection with their shop training courses. With the films and accompanying recorded explanations, employees can become acquainted with the latest findings and methods for their application.

B. E. Callahan of Inland Lithograph Co., and Chicago member of the LTF Board of Directors, had charge of the Chicago meeting, assisted by Mr. White and others of the Glessner House staff and by Wm. Morgan, manager of the Chicago Lithographic Institute.

Since some firms have their own wire recorders or record players and projectors, the big purpose of the series of meetings, Mr. White said, is to familiarize the trade with the availability of the films and get increased circulation of them throughout the industry for which the valuable research work is being done.

New U.S.E. Plant in Dallas

Completion of a new, \$1 million, modern, windowless envelope plant in Dallas was announced last month by U. S. Envelope Co., of Springfield, Mass.

The manager of the Southwest Division is Evert M. Anderson, formerly of Springfield, Mass. Other personnel who went to Dallas under the direction of A. F. Duval, Sr., Pacific Coast general manager of the company, for the beginning of manufacturing operations are: G. J. Hadick, superintendent, B. B. Samborski, R. Sitzler, J. Anderson, A. Diguette, W. Deupree, Newman Samples.

The Southwest Division will serve U.S.E. customers in Texas, Oklahoma, New Mexico, Colorado, Arkansas and parts of Kansas, Missouri and Louisiana.

Other Divisions of the company are in Los Angeles and Emeryville, Calif.; Atlanta; Indianapolis; Waukegan, Ill.; Hartford and Rockville, Conn.; Worcester and Springfield.

The new plant will manufacture a complete line of commercial envelopes, including Columbian clasp envelopes, self-seal envelopes and stationery.

Braznell Co. in 25th Year

The Braznell Company, St. Louis ink manufacturing firm, has just issued a lithographed brochure marking its 25th anniversary. Founded in 1921 as the Braznell-Sylvester Ink Co. by George S. Braznell, John J. Braznell and Warren Sylvester, the name was changed to the present form in 1936 after the death of Mr. Sylvester. G. Stuart Braznell, a son of George Braznell, joined the firm in 1928, and today is president, while his father is chairman. Another son, John C., joined the company in 1936.

The full-color brochure, 16 pages and covers, is colorfully illustrated, and provides a picture of the company's present day manufacturing and laboratory operations.

Teach Work Simplification

A course in "Work Simplification in Printing Plants" is being offered by Printing Institute, Philadelphia, said to be the first printing school to

offer such a course. It will be taught by Samuel M. Burt, director of the school, for a period of 10 weeks, starting the week of February 12, 1951.

Ban Copper Inks

The use of copper and copper base alloys in the manufacture of bronze ink was cut to 85 percent in January and February, and was to be prohibited March 1 by National Production Authority Order M-12. The order is directed to manufacturers and does not affect the use of present stocks. The position of bronze powders under the order was being studied by trade observers.

Fire at Siebold Plant

A slight fire in a storage section of the plant of J. H. & G. B. Siebold, Inc., New York, Jan. 20, was reported by the company. It was quickly extinguished by the fire department with so little damage that no insurance claim was entered.

Geo. M. Gilbert Heads Paper Co.

George M. Gilbert was elected president of The Gilbert Paper Company, Menasha, Wis., January 16, at the annual stockholders meeting, succeeding A. C. Gilbert who became chairman of the board. George M. Gilbert has been associated with the company since 1913 and has been vice-president and treasurer since 1923. A. C. Gilbert has been president since 1926.

T. M. Gilbert continues as vice-president and A. C. Haselow as secretary and treasurer.

AIGA Exhibit Opens in N. Y.

The third annual Printing for Commerce exhibit, sponsored by the American Institute of Graphic Arts, was scheduled to open Jan. 30 for a three week period, at the Architectural League Galleries. The galleries are at 115 East 40th St., New York. The 186 winning entries were selected to show the best in design and printing in 1950.

After the close of the show in New York, it is to go to Washington, then to Philadelphia and other cities.

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we can give you a grain that will show better results in your pressroom.

All sizes new plates for both Harris and Webendorfer Presses, in stock for immediate delivery.

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THROUGH THE GLASS

(Continued from Page 47)

the Palm Brothers Decalcomania Co., Palm has been president of the park board since 1949.

ml

Half a million Norway and jack pine seedlings will be distributed free to landowners in three counties adjacent to its mills by Nekoosa-Eduards Paper Co., Port Edwards, Wis. This is the third year the company has given trees for reforestation of private lands. In 1949, 200,000 free trees were planted under the plan by private landowners, and in 1950, 381,000 trees were added to the program. A maximum of 3,000 trees has been set as the limit any one person may receive in 1951.

ml

"Nurses' Plant Tours Sell Safety," is the title of an article by Miss Lillian Stemp, in a recent issue of "Nursing World," which relates how nurses at the plant of American Greeting Publishers, Inc., Cleveland, stimulate interest in accident prevention. A briefer report of this feature of American Greeting's safety program by Ernest Chatterton, safety and personnel supervisor, also appeared in Modern Lithography for August, 1950.

ml

Memories of a New Year's Day reception, 48 years ago, in 1903, at Glessner House, Chicago, were relived in the Chicago Tribune of Dec. 31. Writing her regular Sunday feature, "When Chicago Was Young," Herma Clark related how 20 members of the famous Theodore Thomas orchestra, led in person by the great conductor himself, gave a sort of "command performance" in the venerable old mansion, now the home of the Lithographic Technical Foundation's research laboratories and classrooms of the Chicago Lithographic Institute.

Conforming to social customs of a half century ago, Mr. and Mrs. J. J. Glessner were holding an open house reception for the elite of Prairie Avenue's wealthy set. As Jan. 1 was also Mrs. Glessner's birthday anniversary, her husband had planned this little extra surprise in her honor. Old records cited by the columnist, said the music was "of a lighter kind than that which Mr. Thomas played at his Friday concerts." But it all seems a far cry from what goes on at Glessner House today, where all the music comes from offset presses.

ml

When H. R. D. Litho of New York, received a rush job from the Government Printing Office recently they immediately put the work to press and ran virtually without a stop throughout the storms that threatened power failure and electrical difficulties. Eight days and 200,000 impressions later, the job was completed. With the exception of a few wash-ups the press ran steadily 'round the clock for the eight days. It was an E. B. Co. 22x34. H. R. D. specializes in offset work for the trade.

CHOOSING PAPER

(Continued from Page 38)

of paper will respond best to these demands, but the specifier often is not the technician.

He may be a designer, or an artist, or some one who is going to judge only the appearance of a sample or of a printed specimen as the criterion by which the selection will be made. So far as performance is concerned, the paper must be selected either on the assurance of the maker that it

has been designed for the use being planned for it, or on the statement of the lithographer that this particular sheet has been satisfactory in past cases.

In the field of lithography, the person who will ultimately choose and specify a certain kind, color, weight, bulk, mold, and finish of paper, need not limit himself to the conventional smooth finish white or pastel colored offset. There are available some supremely beautiful and practical deluxe offset papers, treated with

Now you can sell Rag Bond Envelopes that SEAL QUICK and GRIP TIGHT

Now, faster than ever sealing for your rag bond envelopes! For U.S.E. laboratories have developed "GRIP-QUIK," a new adhesive that produces a perfect seal, instantly, permanently.

GRIP-QUIK* Seal Flap Gum can be applied to any rag-content bond without requiring changes in surface sizing. Your bond envelopes will seal easily and stay sealed — will have the snap and crackle, opacity, fine printing and writing surface and exact match with paper that you desire.

Ask your paper merchant for samples.

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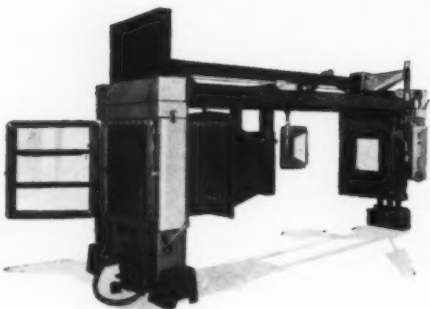
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ROBERTSON QUALITY MEANS MORE PROFITS FOR YOU!



The engineering and constructional quality built into the Robertson Overhead Precision Camera adds up to greater profits for your shop. Built with aluminum castings, iron castings, and machine steel, the all-metal construction gives rigidity, strength, accuracy, and long life to the camera. Precision machining of all moving parts assures pinpoint accuracy which results in fewer spoiled plates and more profitable camera time.

All moving sections of the camera operate on precision sealed ball bearings made to Robertson specifications. The resultant fingertip ease of operation speeds work, thereby creating more profitable camera time.

Greater economy of operation is offered by Robertson because of the simple, sturdy, precision construction which makes the camera virtually maintenance free.

Robertson Overhead Precision Cameras are made in sizes from 24" to 60" and will handle any and every job in the shop.

NOTE: The rear case of the Overhead Camera is designed for simple application of the Robertson Extension Back. For further information contact your dealer or—

Designers and manufacturers of: Precision Overhead, Darkroom, Gallery, and Prism Cameras • Distortion Cameras • Camera accessories • Film cabinets • Wet stripping tables • Temperature controlled sinks • Printing frames • Plate whirlers • Ink up tables • Layout tables • Etching machines

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titanium dioxide to impart the most brilliant clear white color and, in addition, to improve the opacity to a great degree. These factors are of great moment aesthetically, and will have particular appeal to the designer who wishes to conceive an effect of luxurious and elegant beauty.

In preparing a catalogue, it is recognized by those who have had great success and experience that the cover is the most important feature, and an artist or designer can go far to insure a distinguished and appealing exterior effect if he chooses one of the great group of true cover papers, which are designed by their makers to have the requisite strength, folding endurance and style, and are available in a great variety of weights, colors, thicknesses and finishes.

I have mentioned these very few and obvious instances to show how necessary it is to be aware in planning your printed piece, that there is, for the purpose you have in mind, a general kind of paper possessing the physical characteristics appropriate to the use intended, and that within the range of that kind of paper you can select from an almost endless array of visual properties, such as color and surface texture.

At this point, the designer and planner of the advertising piece will be well advised, if he is an artist or agency man or other non-printer, to call upon his experience and limit his consideration to the sample books of sources he has found to be dependable. He may have had direct experience with each of several prominent brands of offset paper, and have the word of one or more lithographers that one sheet is, in the main, the most consistently satisfactory on the press, and in all stages of processing. If so, he should play the odds as he sees them, and bet on the horse that has been a winner most times in the past.

If you have given close regard for a long period of time to the actual performance of various brands of paper, you will realize that although one brand seems very much like another at one given time, careful comparison throughout a long succession of experiences with several, under

comparable conditions, will disclose that one has the desired qualities more consistently than the others, and you will be well advised to stay with that one.

One very important factor of paper to which all lithographers and printers and most specifiers attach the highest importance is price. Now, it is true that paper is a large item of expense to anyone whose business it is to produce and sell printing, but the absolute cost of a sheet of paper may not always be measured by its price per pound.

I feel very strongly on this matter, and fear that some, in fact many, printers of the most excellent judgment in all other respects delude themselves sometimes by basing their final choice of paper for a certain job on the difference of a few cents per hundredweight in price between two or more brands. This delusion is based upon and closely related to the delusion of identical quality mentioned above, and I fear it has been fostered within the paper industry itself.

The present shortage of pulp, is

PRE-PRESS WAX TEST Checks Coating Pick



You'll save time, money and headaches on any printing job by pre-run testing of the paper. For real help in predicting the behavior of stock on the press use DENNISON STANDARD PAPER TESTING WAXES. The graduated adhesive properties of these waxes provide you with working estimates of coating pick

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Constant laboratory control and exacting standards of manufacture make these waxes a reliable measuring instrument.

For a pamphlet giving details of DENNISON STANDARD PAPER TESTING WAXES, write Dennison Manufacturing Company, Dept. ML, Framingham, Mass.

This improved test is recognized by the Technical Association
of the Pulp and Paper Industry (TAPPI Method T459m-45)

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STANDARD
PAPER TESTING WAXES



**This can contains
more than
just ink!**

Into every can of Sinclair & Carroll ink goes the knowledge, experience and skill we have developed during many years of research and manufacture of lithographic inks. That's why Sinclair & Carroll has come to be known among lithographers as "a dependable source of supply."

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Offset Press Engineering

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caused by the disproportionate growth of paper consumption, over-cutting of Scandinavian forests during the second World War, increased use of woodpulp as a basis for plastics and synthetic textile fiber, and the present government control and restriction on the use of sulphur and chlorine, as well as the enormous military requisitions for woodpulp to be used in nitrating for explosives. These factors have driven market pulp prices far above the average pulp costs of some of the most modern self-contained pulp and paper operations in this country.

This has forced those mills depending on market pulpwood to advance their prices and has caused widespread and acute concern among buyers of paper, who, in most cases, are not perfectly aware of the factors causing the prices of paper to rise.

Actually, the price of paper has not risen in direct proportion to the increases in cost of pulpwood, chemicals, coal, freight, wages, and some of the other major factors of cost in paper manufacturing. Most mills, including my own, have elected to absorb, as much as they can afford to, the increased cost burden, but in spite of this, there is an undeniable spread between our prices and those of some of the self-contained units who perform their own cutting and pulping operations.

Nobody regrets this more than those of us who are involved, and I

can assure you the problem is being attacked vigorously, and I believe effectively. I am confident we will be successful in arranging for certificates to cover the materials needed to construct additional pulp producing units on this continent, and a number of concerns are actively engaged in arranging the financing.

In addition, a large proportion of non-integrated mills are expanding their capacity to use secondary fiber, and research is underway on improving the technique by which a good grade of pulp can be made from wheat straw. By every available means we shall increase the amount of any kind of suitable fiber within access, and try to satisfy the essential paper needs of the country at large as well as the federal government in particular.

There is no question that we will shortly be required to restrict the basic weight of paper we may manufacture, in order to extend the available supply of pulpwood as far as possible.

Now, to let imagination hold sway for a moment: What difference will it make then whether the discerning specifier of paper wishes to employ an eighty pound cover paper for his client's purpose? He will take fifty pounds, if he can get it, and be happy. If, on account of lack of chlorine, the paper is rather dull and dingy compared to the standards of recent years, he will not complain, but rather rejoice because the paper

is in his printer's plant and not the one in the next block.

If the paper is specky and filled with bits of bark and shives, because the pulp producer is trying to extend his production and increase his yield, even to the extent of including bits of wood in his shipments, the printer and his customer will not reject the lot, but will smile happily and thank the paper merchant for his generosity in allocating this printer so large an amount of paper from his meager quota with the paper mill.

It is a miserable way to do business, and we hate it as much as anyone, but we can see nothing to do but live with it until the turmoil subsides. ★★

TECHNICAL BRIEFS

(Continued from Page 42)

Dutch). Instructions are given for making up a cellulose gum form: (1) 750 cc. water; (2) 4 cc. phosphoric acid, 85%; (3) 60 g. cellulose gum; water to make up to 1000 cc. *Printing Abstracts* 5, No. 11, November, 1950, Page 516.

***Finish for Aluminum.** *Chemical and Engineering News* 29, No. 2, January 8, 1951, Page 144. A new material for finishing aluminum, either as a base for paint or to protect the bare metal from corrosion, has been announced by the Chemclean Products Corp. The material is provided already mixed (6 oz./gal. of water) and the al plate is immersed in the solution at 185° F. for 5 minutes. The solution is "self-cleaning." Details of the process are not given in this brief article.

***Cellulose Gum Solutions.** *Research Progress* 19, May-June, 1950, Pages 1 and 4 (2 pages). CMC can be rapidly dissolved by making a slurry of CMC and isopropyl alcohol, and adding water slowly to the slurry. This alcohol-mix etch is

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- Not to be confused with ordinary 4-color separations—Moss Process is fully color-corrected, color balanced, ready to use.
- Supply us with color transparency or original art. We'll turn out crystal clear 4-color separation negatives or positives that will amaze you... 133 or 150 screen.
- Color photography in our own studio, direct from the merchandise, \$25 up per shot.

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... are simple to work!

Elimination of "special" procedures simplifies changeover to this new colloidal coated plate. You merely use less of the same chemicals which you would use in standard processing of an albumin plate.

Absence of "grain" gives a cleaner, sharper impression. Colloid plates are "tough" to stand up on the press... do not oxidize when permitted to stand for long periods.

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equal in all respects to that obtained by conventional mixing methods. Detailed instructions are given.

Graphic Arts—General

***Developments in the Graphic Arts—1949-1950.** Robert H. Simmons. *Tappi* 33, No. 12, December, 1950, Pages 30a, 32a, 34a, 38a, 40a, 42a, (7 pages). A summary of the developments which took place in paper, inks, color, photographic illumination, air conditioning, drying, static eliminators, printing presses, printing plates and equipment, photography, resins and chemicals, adhesives, instruments, photo-composing, and miscellaneous subjects is given.

***Research and Development.** John K. Rasmussen. *Modern Lithography* 18, No. 12, December, 1950, Pages 47-9 (3 pages). The metal decorating industry has been able to overcome several problems brought about by recent developments in the food and drug industry. By means of special tests on standard coatings and labels they have been able to adopt these coatings for use on the new products. As a means of controlling color the G. E. recording spectrophotometer has been used extensively. The introduction of the poly-metallic litho plates has produced longer printing runs. Each of the three types of poly-metallic plates has its advantages and disadvantages.

***Dry Offset.** Olin E. Freedman. *Modern Lithography* 18, No. 12, December, 1950, Pages 34-6 and 97, 99 (5 pages). After a brief sketch of the three most important modes of printing there is a point by point appraisal of dry offset, advantages, disadvantages and uses. ★★

DUSTING FLUORESCENCE

(Continued from Page 41)

was a tremendous amount of daylight fluorescent used in World War II. It was a rather inferior type as compared to today's standards, but there was a tremendous amount of it used. But if they use anywhere near what they used in World War II, it could take up the total capacity almost overnight. But I don't think that ought to deter you from working with this process, because I believe that you are going to have military fluorescent dusting business, if you are looking for it.

Q. May we have more data on lithographic inks which are activated only by black light? It is a fact that you can lithograph with pretty nearly all of these colors today. They do not produce the type of lithography, qualitywise, that you are accustomed to produce, but the inks will transfer through the roller mechanism from the plate, blanket cylinder and onto the paper. You can print solids and lines, but the halftones aren't satisfactory. But there really isn't much

demand for halftone fluorescent lithography today. It is usually for solids or large lettering.

Q. Is it done by dry lithography, or can you use your dampeners? You can use the dampeners or you can do it by dry lithography. I think dry lithography is a little better because you can carry a heavier film of color. Letterpress also is suitable but it depends on the size of the run, and boils down to a question of economics. These inks are available now. ★★

PROMOTION ROUNDUP

(Continued from Page 30)

First, decide what kind of lithographing work you want to attract, and second, decide exactly what it is you have to sell. If the company specializes in top quality color reproduction, then obviously the mailing piece should feature this type of work. Perhaps the business is built on price, fast service, or creative service. Slant the copy and approach along the proper lines. Perhaps in the days ahead, promotion will tend toward the negative approach as it did in World War II—"We do good work and we want your business, but right now we're up to our ears in war work", etc.

One of the biggest industry-wide promotion jobs is being carried on currently by the Lithographers National Association of New York. One of the series of mailing pieces is shown on the front cover. Part of this promotion campaign is the First Annual Lithographic Awards Competition which will select and exhibit the best work produced by offset lithography in 1950. (This was to open in New York February 21 and will be on exhibit there until March 2. It may be seen at the American Institute of Graphic Arts. Following the premier showing the exhibit will go on tour.)

The basic purpose of any promotion is to establish confidence in the character of the advertiser. Those receiving the advertising must be made to feel that they know and like the advertiser. Whether it's a buyers' or sellers' market, those basic ideas are worth observing.★★

Step and Repeat!

*Not a machine for
sale but a service
to supplement your
plate department.*

We specialize in negatives, positives or complete plates for single or multi-color work such as labels, razor blade wrappers, precision instruments on metal or plastic, metal toys, etc.

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Hillside, N. J.

Telephone: WAverly 3-9467



*Write today
on business letter-
head for samples
and literature.*

THREE CRAFTINT "CORNER-CUTTERS" FOR THE LITHOGRAPHER

★ Craftint Doubletone drawing paper, the magic-like paper with the processed-in screen patterns which permits the artist to do mechanical shading on the art itself... Here is a definite time and money saver.

★ Craftint Top-Sheet a transparent film on which is printed opaque shading tones. Top-Sheet can be used over the art for shading, or with a negative for direct "burn-ins".

★ Craftint Multicolor Drawing Board and Film processed with properly angled screen patterns is adaptable to both albumen and deep-etch plates. This is a genuine "corner cutter" in four color work.

You'll find Craftint negative opaques, pure rubber cement, and retouch colors dependable "corner cutters", too.

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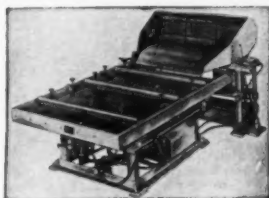
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CLASSIFIED ADVERTISING

All classified advertisements are charged at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. One column ads in a ruled box, \$7.50 per column inch. Address replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 51st St., New York 1.

Closing date: 25th of preceding month.

Help Wanted:

A-1 STRIPPER: Must be experienced in 2 and 3 color work. Top wages and overtime. Call Printing Service Co., 642 S. Main Street, Dayton, Ohio, phone Hemlock 5835 and reverse charges.

OFFSET CAMERAMAN for new platemaking department in modern printing plant. All new equipment. Must be capable of producing high quality halftones and color separation work. Steady employment. Printing Service Co., 642 S. Main Street, Dayton 2, Ohio.

LITHOGRAPHER: Name plate experience. Good opportunity. Miller Dial & Name Plate Company, 781 E. Washington Blvd., Los Angeles, California.

DOT ETCH ARTIST: Experienced dot etch artist, also qualified layout man. You'll find an excellent opportunity for advancement in our modern progressive plant, in either of these departments. Give qualifications and references. Address "Qualified", Box 692, c/o Modern Lithography.

WANTED: Man familiar with layout and marking up jobs for letterpress and offset as assistant superintendent in medium sized shop. Write stating experience and salary expected. Address Box 689, c/o Modern Lithography.

Situations Wanted:

PLANT SUPERINTENDENT: 26 years experience in letterpress and offset. Available for immediate employment. Formerly employed by some of the largest letterpress and offset houses. Willing to work in Metropolitan New York area or New Jersey. Address Box 679, c/o Modern Lithography.

LITHOGRAPHIC PLANT SUPT.—14 years supervisory experience over all

phases of industry on all types of multi-color work and equipment desires position with an aggressive organization where ability, effort and modern knowledge of today's problems and processes will pay off. Address Box No. 680, c/o Modern Lithography.

TWO-COLOR OFFSET PRESSMAN having a reputation of knowing how to produce fine quality color and process work desires to make an immediate and permanent change near or around the Gulf area. Employed as a working foreman for past eight years. Willing to operate either single or two-color press as a pressman or foreman. Familiar with all presses. A-1 mechanic. Expert on ink formulation, will produce only the best quality. Age 32, sober, reliable, draft exempt, married, family. Premium rate only. Please give complete details in first letter. Address Box 681, c/o Modern Lithography.

DOT ETCHER — CANADA: Seeks position in Eastern Canada, four and six color process, direct and indirect methods, can reproduce quality work from kodachromes, water colors and oils, good lettering artist, knows stripping, layouts and airbrush, 16 years in business. Samples of work can be shown. Address Box 682, c/o Modern Lithography.

DOT ETCH ARTIST desires permanent position, preferably in small plant.

Experienced only in the finest color work. Have excellent background and references. Address Box 683, c/o Modern Lithography.

JOURNEYMAN PRESSMAN: Union man, wants change of employment, prefers small or medium size shop. Good color man, experienced on most sizes of Harris presses, from 17x22 up to and including 35x45 two-color. Family man, 38 years old, steady, sober, good references, prefers no night shift. If desirable, will take charge of pressroom for adequate remuneration. Address Box 684, c/o Modern Lithography.

FOREMAN: Two color offset pressman. Experienced shop foreman, 22 years' experience on color process work. A-1 color matching. Desire change to larger shop. Metropolitan area preferred. Address Box No. 691, c/o Modern Lithography.

LITHO EXECUTIVE desires position with lithographic supply or equipment firm. 30 years broad experience in modern mechanical and technical processes. Address Box 688, c/o Modern Lithography.

Miscellaneous:

WANTED: Flat bed tin printing press. Miller Dial & Name Plate Co., 781 E. Washington Blvd., Los Angeles, California.

For Sale:

FOR SALE: 67" Miehle two-color offset press. Completely rebuilt within past year. May be seen in operation. Excellent condition. Box 690, Modern Lithography. (Turn the Page Please)

PLEXIGLASS ETCHING TRAYS

White translucent; unchippable; light in weight yet immensely strong with curved reinforced corners; heat resistant.

PLEXIGLASS THE BEST CORROSION PROOF PLASTIC

Proof against: All Photo Solutions and Silver Nitrate.

Nitric Acid	10% solution	Hydrochloric Acid	30% solution
Acetic Acid	50% solution	Sulphuric Acid	25% solution
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also: Citric and Oxalic Acids		Phosphoric Acid	50% solution

For plate sizes available: 11x14; 16x20; 20x24; 20x30 and 30x40.

HENRY P. KORN, 5 Beekman St., New York, N. Y., Rector 2-5808

FOR SALE

3 2-COLOR HARRIS OFFSET PRESSES

41 x 54 **TWO-COLOR MODEL GT**
(Serial 110—available Feb. 1951)

41 x 54 **TWO-COLOR MODEL GT**
(Serial 169—available Mar. 1951)

46 1/2 x 68 1/2 **TWO-COLOR MODEL LSG**
(Serial 101—available Apr. 1951)

All these presses may be seen in operation on our floor. The two GT presses will register process work interchangeably.

**Address Box 678
c/o Modern Lithography**

TECHNICAL SPECIALIST Available

Technical man with outstanding record of achievement as cameraman, platemaker, shop foreman, supply and equipment salesman and troubleshooter. Experienced in trade education as teacher, writer and lecturer. Engineering activities include equipment and process research, plant layout and equipment design. Desires long range offer requiring practical and executive know-how.

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2 POTTER OFFSET PRESSES 34 x 46 with Dexter Section Pile Feeder and Extension Delivery.

Printing & Litho Equipment Co.
150 Nassau St., N. Y. C. 7, CO. 7-4127

**UP Output....
CUT Costs....
And WIN "The Peace"**

CALLING . . . ALL OLD MODELS.

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Calling the 13,000 owners of old model BAUMFOLDERS (purchased prior to 1940) . . . to exchange them for the modern models . . . from the amazing NEW "Junior Jets" (14 x 20 and 17 x 22) to the most versatile Folder ever designed . . . (15 folding sections . . . more than any other Folder ever built) . . . 30 x 46 . . . 60 . . . BAUMFOLDER.

Of course, your old Model BAUMFOLDER is undoubtedly giving you good folding and isn't worn out . . . BUT, to cut operating costs to the bone . . . to increase folding profits to the "tree-tops," investigate the greater production, greater versatility and latest time-saving features of the MODERN MODELS.

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CUT Costs. . . .

And WIN "The Peace"—

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The favorite universal all-purpose lens, color-corrected, wide-angle convertible—for interiors, exteriors, commercial and amateur work, scenic views, groups, banquets, color film, copying, enlarging.

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The apochromatic process lens, for color separation with perfect register in the final process, also for black and white commercial work.

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ML 2

FOR SALE: Profitable lithographing business in large West Coast city. Medium size with large volume. This is a complete high-class set-up. Take \$15,000 to handle. P. O. Box 685, c/o *Modern Lithography*.

FOR SALE: Vandercook Flatbed No. 2234 offset proof press converted for metal production. Capacity 35"x22 1/2" sheet. Excellent condition, wired for 220 v 60 cycle 3 phase; located in New York area. Write to Box 686, c/o *Modern Lithography* or phone Mr. Tucker at ENglewood 4-0100.

FOR SALE: Webendorfer 22x29 rebuilt, excellent register. Serial No. SA 137. Can be seen running in N.Y.C. Terms. Address Box 687, c/o *Modern Lithography*.

FOR SALE: 38 1/2"x50" Wagner Offset press—F703. Precision Color Plate Company, 607 South Dearborn Street, Chicago, Illinois. Ha. 7-9045.

FOR SALE: Pr. Gelb double deck camera lamps \$550.00. Pr. Macheth double deck type U camera lamps \$450.00. Singer Engineering Co., complete platemaking equipment, 248 Mulberry Street, New York City.

FOR SALE: World's largest selection finest process lenses. Satisfaction guaranteed. 15 day trial. Coated for maximum resolving power. 9-3/4" F9 Carl Zeiss Apo Tessar \$199.50, 12" F9 Carl Zeiss Apo Tessar \$219.50, 16 1/2" F9 Voigtlander Apo Collinear \$219.50, 24" F9 Voigtlander Apo Skopar \$385.00, 41" F10 Carl Zeiss Apo Planar \$1395.00. Again Available: complete line of world's finest process lenses. Taylor-Hobson-Cooke, Series IX Apochromatic 13-48 inch focal lengths. We have the lens you want. Write today for complete lens list, details, or information. Send this ad to Burke & James Inc. 321 So. Wabash Ave., Chicago 4, Illinois. Att: M. L. James.

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HARRIS 57L 36 x 48, with high pile delivery.

60" WHIRLER.

45 x 57 ROBERTSON Vacuum frame.

34 x 46 POTTER Offset Press with Dexter suction pile feeder and high pile delivery.

HARRIS LYG

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54" SEYBOLD 20th Century Cutter, auto-clamp, power back gauge.

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1 HARRIS 58L 28x42

1 F. & L. No. 2 30x36 PROOF PRESS

1 SEYBOLD 50" PRECISION CUTTER

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One 74" Chambers Varnishing and Gumming machine, with Christensen Stream Feeder and Potdevin gas-fired drying oven, with additional ventilating equipment. This machine in excellent condition, reasonably priced and available F.O.B. Chicago. For full particulars write to

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c/o *Modern Lithography*

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22x29 Webendorfer Offset Press, A. C. Motor Equipment, Excellent Condition. 14x20 Model M. P. Webendorfer Offset Press, A. C. Motor Equipment, Excellent Condition.

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Printing Machinery, Inc.

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BEekman 3-7586

Addresses Syracuse Meeting

The printer in the present emergency must be guided by the same sound principles used during normal times. J. W. Rockefeller, Jr., graphic arts consultant of New York City, asserted in Syracuse, N. Y., at a Printing Week dinner at Hotel Syracuse. Special guests were Mayor Corcoran and Prof. Laurence Siegfried, chairman of the Graphic Arts Department, Syracuse University.

Discussing the effect of new equipment on the printer's future, Mr. Rockefeller said that the printer should take a long-term view of the situation, and should not purchase equipment which would not improve efficiency in the long run as well as now.

Observe Week in Utica

Kenneth S. Duffes, account executive for the Moser & Cotins Inc. advertising agency of Utica, N. Y., was the principal speaker at the Benjamin Franklin dinner in Utica. The dinner was the highlight of International Printing Week, sponsored locally by the Utica Club of Printing House Craftsmen. More than 150 guests, including Mayor Golder and the presidents of Utica's service clubs, attended.

Paper Meetings Feb. 19-22

The annual meeting of the American Paper & Pulp Assn. was to be held Feb. 19-22 at the Waldorf-Astoria, New York, while concurrent sessions of the Technical Assn. of the Pulp & Paper Industry (TAPPI) were planned for the Hotel Commodore.

The annual convention of the National Paper Trades Assn. is to be at the Waldorf April 2-4.

Western Adds Equipment

Western Printing & Lithographing Co., Racine, Wis., recently added a Harris 50x72" four-color press, and a Seybold 84" cutter.

Stecher-Traung Adds 4-Color

Stecher-Traung Lithograph Corp., Rochester, recently added a Harris 50x72" four-color offset press to its facilities.

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Finest Quality Color Plates
 for
OFFSET LITHOGRAPHY
 The Stevenson Photo Color Separation Co.
 400 Pike Street Cincinnati 2, Ohio

When Ordering Plates,
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Extra Selected
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 EXTENSION DELIVERIES**
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Special purpose equipment for the
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Due to the liquidation of several large
 printing plants, we offer for immediate
 delivery the following excellent equip-
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44 x 64 Harris LT two color offset press.	14 x 20 Model 2066 Multi- lith.
44 x 64 Harris Model LF single color offset press.	40" Wesel dark room camera. Lanston Vertical Plate coating machine 50 x 56.
41 x 54 Harris Model LB single color.	Sweigard Ideal Vacuum Frame, 57 1/2 x 71 1/2, in- side channel.
38 x 52 Miehle single color offset press.	27 x 41 Miller two color automatic, late four track. No. 3/0 Miehle two color automatic unit.
28 x 42 Harris 58L.	Two 1/0 Miehle two color automatics.
28 x 34 Harris 54L.	22x28 Miehle Horizontal.
19 x 25 Harris Model CL.	31x41 No. 4 four roller Miehle automatic.
17 x 22 Harris LSB (several in stock).	22 x 34 Pony Miehle auto- matic unit.
17 x 22 Harris LTG (post war).	No. 1 and No. 2 Kelly and Style B Specials.
17 x 22 Model MA Weben- dorfer.	Miehle Verticals—Model V-36, V-45, V-50.
36 x 48 Harris 57L.	Model 4 and 5 Little Giant.
22 x 34 Harris 55L.	
Webendorfer Perfecting press, roll feed, taking 8 1/2" roll.	
Speed up to 20,000. Post War.	

We give you every assurance that the above are fine
 machines — worthy of being in any printing plant in the
 United States. Don't delay. Act now!

TURNER Printing Machinery, Inc.

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 315 SHEPARD ST. • PHONO: CLEVELAND 3570 • TOLEDO 2, OHIO.

Nashville Company Elects

In line with an expansion program, and added responsibilities for executives, officials of the Cullom & Ghertner Co., Nashville lithographing firm were shifted recently. A. S. Ghertner, president, announced. A. W. Lyell was elected assistant vice president in charge of production at the Nashville plant; W. M. Robinson, assistant vice president in charge of production at the Atlanta plant; and R. T. Vaughn, secretary. Other officials are E. V. Williams, executive vice president and treasurer; G. H. Ghertner, vice president and general manager of Atlanta plant; and L. C. Ghertner, vice president.

Both of the company's plants recently moved to new one-story quarters. The main plant in Nashville now has 60,000 square feet of space at 600 21st Ave., served by a railroad siding. Additional equipment, both letterpress and offset was installed, and the plant now operates three shifts daily, with 275 employees.

The Atlanta plant is now operating at 700 Lake Ave., N. E., and also has some new equipment.

Ideal in New Plant, Offices

Ideal Roller & Mfg. Co. last month announced completion of its new plant No. 3 at 6069 Maywood Ave., Huntington Park, Calif., and the opening of new offices at 626 Broadway, Cincinnati. E. B. Davis, company vice president, said that the Cincinnati manager is K. N. Cramer.

The company is now in full production in the California plant, and the line of rollers produced there includes those for lithography, letterpress, gravure, aniline, newspapers, coating and varnishing and other purposes. The company's coast sales offices are at 5107 Anaheim-Telegraph Road, Los Angeles, and 1085 Mondnock Building, San Francisco.

LTF in Annual Meeting

The annual business meeting for members of the Lithographic Technical Foundation was to be held February 6 at the Lotos Club, New York. Business was to include election of directors and officers, various reports, and other events.



Means Receives Detroit Award

Presentation of the Detroit Club of Printing House Craftsmen's 3rd Annual "Award of Recognition" to C. C. Means (right), general manager of Graphic Arts Association of Michigan, was made by Robert Knox, president of the Detroit Club, at the Detroit Graphic Arts Memorial Dinner, January 11. The affair was at the Veterans Memorial Building, and was attended by 550 persons, marking Printing Week. Speakers included Robert H. Caffee, president of the Printing Industry of America. The affair also marked Detroit's 250th anniversary. Ralph Thomas, past president, Graphic Arts Assn. of Michigan, was toastmaster. John E. Coulter was installed as president of the Assn., Cecil J. Jourdan, V. P., Martin J. Struhar, Secy-Treas., and Mr. Means, manager.



AMA Head a Harris Director

Lawrence A. Appley, president of the American Management Association, has been elected a director of Harris-Seybold Co., Cleveland and Dayton, Ohio, it was announced by George S. Dively, president of Harris-Seybold, who said that the election of Mr. Appley, with his experience in government and business management, is in line with the company's expanding activities. Mr. Appley served the U. S. government during the war as executive director and deputy chairman of the War Manpower Commission and also spent two years as expert consultant to the Secretary of War. He has been an adviser to the U. S. Civil Service Commission on administrative organization and a member of the personnel policy committee of the Hoover Commission. A former officer and director of Vick Chemical and Montgomery Ward, Mr. Appley has held various executive positions with Socony Vacuum.

No guesswork
about it!

YOU GAIN IN THREE WAYS

You cut preparation time
and costs

You produce consistently
better work

You make plant operation
smoother—more trouble free

With the CRANE RUDOLPH MAGNI-SCRIBER

Write at once
for full information
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which assures
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Ask your
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to show you
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to better work

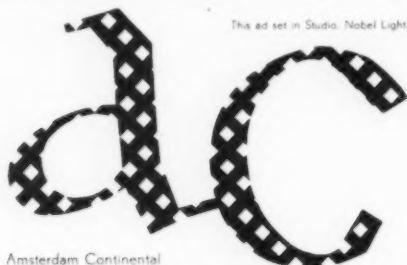
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CHICAGO LITHO PLATE GRAINING CO.

COMPLETE OFFSET PLATE SERVICE

TELEPHONE
STATE 2-8590

214-216 NORTH CLINTON STREET, CHICAGO (6)



This ad set in Studio Nobel Light

Amsterdam Continental
answers the quality photoengraver's needs
with **EFHA**

Electrolyte-bronze Sealed Edge Halftone Screens

Complete air-tight halftone screens! Patented electrolyte-bronze edging (guaranteed for 5 years) protects the precision engraved screen against atmospheric deterioration and mechanical wear and tear. Full screen area always usable! Circular screens feature precision fitted heavy aluminum frame with grading divisions on frame. All optically perfect for brilliant negatives.

Write for full data, or come in, see Elha Screens yourself.

Amsterdam Continental
Types and Graphic Equipment Inc.



268-276 Fourth Avenue, New York 10, N. Y.

Photography and Platemaking for Photolithography

By I. H. Sayre
(Fourth Edition)

Chemistry of Lithography, Processes of Platemaking, Formulas, Albumin, Deep Etch, Photo Composing, Layout and stripping, Chemistry of Photography, Negative Treatments, Optics, Photographic Equipment, Halftones, Contact Screens, Color, Filters, Separations, Color Processes, Use of Densitometers, Color Value Chart for Dot Etching, Two Color Printing, Special Color Processes.

Standard Size, Hard Cloth Covers, 442 Pages, Illustrated.
Widely used as a Standard Textbook.

POSTPAID \$6.75

The Single Color Offset Press

By I. H. Sayre

Section 1 of this book deals with the Harris 17 x 22" and 21 x 28" presses. Section 2, the materials used in offset presswork. Section 3, the ATF Webendorfer 14 x 20", 17 x 22" and 22 x 29" presses.

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Trade Events

First Annual Offset Lithographic Awards Competition, Exhibition, Architectural League Galleries, 115 East 40 St., New York, Feb. 22-Mar. 2.

Point-of-Purchase Advertising Institute, annual symposium and exhibit, Waldorf-Astoria Hotel, New York, April 3 and 4, 1951.

National Packaging Exposition, American Management Assn., Atlantic City, N. J., April 17-20, 1951.

Technical Assn. of the Lithographic Industry, annual meeting, Dealer-Wallick Hotel, Columbus, Ohio, May 7, 8, 1951.

Natl. Assn. of Litho Clubs, annual convention, Hotel Cleveland, Cleveland, Ohio, May 11, 12, 1951.

Lithographers National Assn., annual convention, Monmouth and Essex & Sussex Hotels, Spring Lake, N.J., June 26-29, 1951.

National Assn. of Photo-Lithographers, annual convention and exhibits, Statler Hotel, Buffalo, N. Y., Sept. 5-8.

Litho Schools

CHICAGO—Chicago Lithographic Institute, Gleason House, 1800 S. Prairie Ave., Chicago 16, Ill.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Weyzata Blvd., Minneapolis 3, Minn.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South, Rochester 8, N. Y.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

PHILADELPHIA—Printing Institute, 1337 N. Broad St., Philadelphia.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 59 St., New York 16, N. Y.

National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. Sec'y
317 West 45 St., New York 19, N. Y.

Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.

National Association of Litho Clubs
Edward W. Harvish, Pres.
109 Hill St., Lexington, Mass.

Printing Industry of America
James R. Brackett, Gen. Mgr.
719 15th St., N. W., Washington 5, D. C.
International Assn. of Printing House Craftsmen
P. E. Old, Exec. Sec'y
18 E. Fourth St., Cincinnati 2

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TALE ENDS

THERE are hazards involved in efficiency. As part of our production schedule, we generally run off our covers a few days in advance of the inside pages of *ML*. After going to press with the January covers, which carry the names of a few of the feature articles, one of these features had to be postponed. But the front cover heralded it anyway "Fluorescent Inks." We are glad to have the article in for February.

★

"Caribia," annual magazine of the Caribbean, recently was published by offset lithography in British Guiana and a copy was sent to us by the B. G. Lithographic Co., Ltd., Georgetown, B. G., the publisher. The magazine has over 100 pages, many in two colors, with four color covers—all offset.

★

One of the Japanese monthly printing journals surprised us recently by showing up with the old standard heading we formerly used on the editorial page of *Modern Lithography*. It has a drawing of a typewriter, with a border in which appeared the word "Editorials." The oriental publication reproduced the drawing and border but added some Japanese characters. Since we are a little rusty on our Japanese, we assume they gave us credit for the filch.

★

Two Hartford, Conn. brothers, have made the races pay. They've done it by developing a daily sports sheet tabloid produced by offset lithography. Called the *Post News*, it was started five years ago, and it now has circulation in 14 Connecticut towns. The men, Jack L. and Robert H. Echelson, started out with a mimeographed sheet, then graduated to a Vari-Typer, then to a second V-T and an offset duplicator. Next came an ATF-Webendorfer offset press, and a camera, platemaking facilities, and other equipment for a small offset operation. They now have the system down to a point

where they can get copy from typed form to printed sheet in 20 minutes. Late race results are typed into a direct image plate and stripped into plates already on the press.

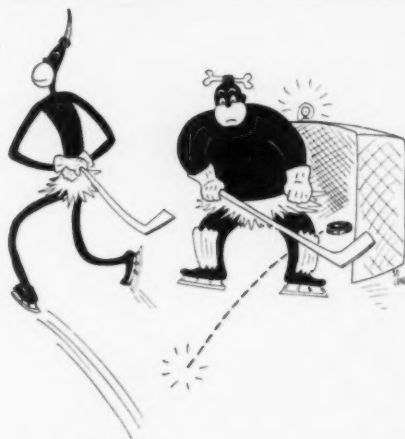
★

Thomas M. Pelly, president of Lowman and Hanford Co., Seattle printing, lithographing and stationery firm, who has been serving as president of the Seattle Chamber of Commerce, was elected last month as

"Seattle's First Citizen of 1950." The award is made each year to a citizen selected for the most outstanding civic contributions.

Mr. Pelly has been with Lowman and Hanford since 1930, and has been president of the company since 1935. He is well known in printing circles and has been a strong supporter of the Printing Industry of Seattle, Inc.

This is the second time the graphic arts industry has been honored by having one of its members elected as "First Citizen." In 1947, John Reid of the University Printing Co. was chosen.



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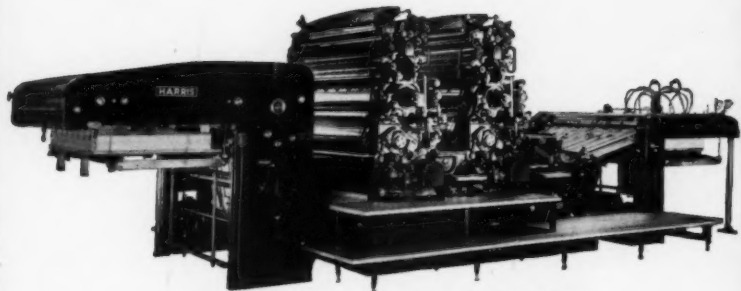
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